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THE NATIONAL NEWSPAPER OF MARKETING

Kefauver List of Subpoenas Rocks Drug Ad World

Committee's Indicated Line of Interest Includes Brand Ads, Publicity

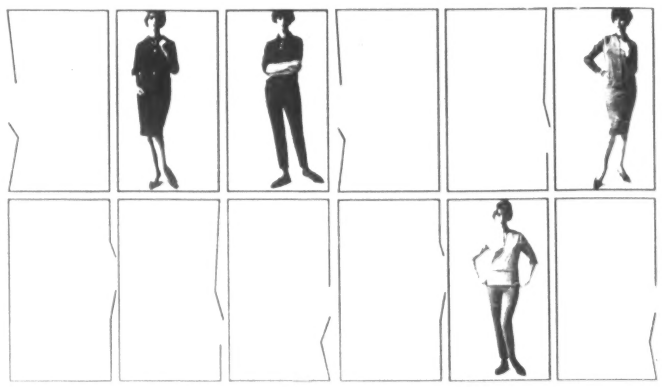
NEW YORK, June 7—The latest turn taken by the drug industry investigating committee headed by Sen. Estes Kefauver (D., Tenn.) has led directly to the heart of the medical advertising agency business.

Among the 21 organizations subpoenaed last week (AA, June 5) were William Douglas McAdams Inc. and I. W. Frohlich & Co., both of New York, the two largest agencies in the field. Between them, McAdams and Frohlich handle about 50% of the ethical drug advertising placed through agencies. Each bills more than $15,000,000.

It has been a prime contention of Sen. Kefauver that pharmaceutical producers spend too much money on brand advertising and that these expenditures tend to inflate the prices of prescription drugs. Up to now, he has concentrated his fire on the manufacturers; now he has turned to the agency side.

■ The new subpoenas issued by the committee indicate that three areas are now being explored by investigators: (1) Promotion of specific products; (2) relations between the medical communications field and the consumer press; and (3) so-called "interlocking" relationships existing among a

(Continued on Page 10)



STYLECRAFT

NO FISH STORY. *Opening ad of a new full-color campaign for Stylecraft cotton knits scheduled for tall insertions in The New York Times Magazine and Seventeen uses twice as much white space as merchandise space to point out that the rest of the line is as exciting as those illustrated. Irving Serwer Advertising is the agency.*

'It's Possible There Might Be a Trend' . . .

Agencies Unruffled by Wilmington Direct Buy Plan; Applaud Single Rate

'I Can't Imagine Client Doing a Thing Like That,' Shrugs One Agency Man

NEW YORK, June 8—The action of the *Wilmington News* and *Journal* in (1) wiping out the rate differential between general and retail and (2) permitting direct buys at a net general rate by advertisers, seemed to be of relatively minor interest to advertising agencies, whose 15% commission seems to be jeopardized by the arrangement. *(See editorial on Page 16.)*

Most agency men surveyed either claimed to be uninformed about the details of the new plan or preferred not to talk about it.

"You might say the Wilmington arrangement solves one problem and presents another," one agency media boss diplomatically said.

While one agency media director allowed, off the record, that "it could be a terrible mess" if the Wilmington plan became widespread, others seemed [illegible] about its implications.

Top managements of agencies seemed to be less informed, and much less informative: "I don't know much about it"; "I haven't had a chance to study it"; "I just know the bare details, and the media people don't seem upset"; and "It depends how it works out."

■ As one agency board chairman had the deal explained to him, he said, "That's good," when the retail-national differential was outlined, and, "I don't like that," when the possibility of a direct buy by an advertiser was ex-

(Continued on Page 12)

Wanted: New Music from Old Band . . .

Schlitz Goes to Burnett Without a Presentation

JWT Figures Account at $11,500,000; Schlitz Says It Bills $15,000,000

MILWAUKEE, June 6—History repeated itself yesterday when Leo Burnett Co., Chicago, acquired the Schlitz beer account for the second time in nine years—and once again, without any formal presentation whatsoever.

In addition to making no presentation, the Burnett agency had no competition for the account, which represents the largest account switch of the year. Jos. Schlitz Brewing Co., Milwaukee, did not consider or talk to any other agencies. J. Walter Thompson Co. had handled Schlitz for the past five years.

Schlitz told ADVERTISING AGE that the account bills about $15,000,000; JWT claimed that billings have been running about $11,500,000. At either figure, Schlitz is the largest account to change hands this year and is the largest account ever acquired by Burnett.

The change, effective in 90 days, does not involve Post & Morr, which handles Old Milwaukee, Schlitz' popular-price beer, or Gotham-Vladimir Advertising, New York, which has Schlitz export advertising.

■ The search for a new agency began more than a year ago, when Patrick H. Gorman, vp and director of marketing of the old Bryan Houston agency, joined the brewer as director of advertising (AA, Jan. 11, '60). He was told by the management that Schlitz was not happy with JWT and that a change was desired.

Mr. Gorman undertook extensive research on the work of agencies handling consumer products. The Burnett agency rated much stronger than any other agency.

Last month, Mr. Gorman telephoned Leo Burnett and invited him and other agency executives to Milwaukee for a meeting with the Schlitz management. It was the first contact in recent years between Schlitz and the agency.

On May 23, Mr. Burnett, board chairman; William T. Young Jr., president, and Draper Daniels, exec vp in charge of creative services, made the trip to the beer capital. They met in a two-hour session with Erwin C. Uihlein, board chairman, Robert A. Uihlein

Patrick Gorman Robert Uihlein

(Continued on Page 119)

P&G Keeps Big Lead . . .

Spot TV Off 2.1% to $151,328,000 in 1st Quarter: TvB

New in Top 100 Are Morrell, Van Camp, Hanes, 2 Coffee Groups

NEW YORK, June 7—For the first time since the Television Bureau of Advertising started keeping reports on the industry's business barometer in 1955, the spending curve for spot tv has moved downward.

Spot tv gross time billings for the first quarter of 1961, estimated by N. C. Rorabaugh Co. and released by TvB, totaled $151,328,000—a drop of about 2.1% from the spending level in the corresponding quarter a year ago.

While the general business slump slowed spot's pace, it did not affect network spending, which was stabilized somewhat by longer term contracts.

Gross time sales for network tv, as reported by Leading National Advertisers-Broadcast Advertisers Reports, went from $171,899,681 for the first three months of last year to $182,478,172 for the 1961 period.

Reports from stations indicated that spot business began to pick up in March and may look better in the second quarter than it did the first.

■ As always, the spending power of Procter & Gamble far outweighed that of any of the compet-

(Continued on Page 68)

Elgin Choice of McCann Startles Contending Shops

Contending Agencies Irked at Ignoring of 'Chicago-Based' Criterion

ELGIN, ILL., June 8—Elgin National Watch Co. surprised and angered some Chicago agencies this week when it picked McCann-Marschalk Co., New York, to handle its account. Billings are estimated at between $1,000,000 and $1,500,000. The losing agency was J. Walter Thompson Co., which also lost Schlitz this week *(see story elsewhere on this page)*.

Several agencies told ADVERTISING AGE that they were told by Elgin that a Chicago-based shop or an agency with a Chicago office would be hired by Elgin. McCann-Marschalk does not have a Chicago office.

The agencies also charged that Elgin planned to narrow the original list of ten invited agencies down to two or three and the "finalists" would be given a chance to make a second presentation to

(Continued on Page 112)

Gamble-Skogmo to Buy GOA Shares; 470,000 Goal Not Hit

NEW YORK, June 9—Allen & Co., investment company, announced today it had been instructed by Gamble-Skogmo, Minneapolis, to buy all General Outdoor Advertising Co. stock for which it has been accepting tenders at $40 per share since May 1.

Although Allen & Co. and Gamble-Skogmo declined to say how many shares had been tendered, Allen told ADVERTISING AGE that it had not accumulated 470,000 shares, which was the original goal of Gamble-Skogmo.

■ A federal judge in Minneapolis last week authorized Gamble-Skogmo to buy the GOA stock on condition that it would sell its interest in Walker & Co., a Detroit outdoor company, within 120 days of the time it bought the GOA shares, and that it would not sell the GOA stock to Naegele Outdoor Advertising Co. #

Last Minute News Flashes

Benrus, Grey Have 'No Comment' on Split

NEW YORK, June 9—Benrus Watch Co. and Grey Advertising took refuge in "no comment" today when asked if Grey had resigned the Benrus account. Trade sources thought it likely that Grey had resigned the account some time ago, was probably keeping its resignation quiet while negotiations for a new Benrus agency were conducted. Benrus now bills between $500,000 and $1,000,000.

GE at Work on Proposed Image Campaign

NEW YORK, June 9—General Electric Co. and its institutional agency, Batten, Barton, Durstine & Osborn, are working on proposals for an image campaign. Neither the content nor media have been worked out yet, and currently "there's no knowing whether the proposal will get off the ground, because GE's problem of approval is a massive one," it was said. Except for last year's strike ads, GE has not run an institutional campaign in several years.

Harry Swan Named Motorcraft Ad Manager

DETROIT, June 9—Harry L. Swan, formerly advertising manager of Ford Motor Co.'s Lincoln Mercury division, has been named advertising manager of Ford's new Motorcraft division, which sells parts and accessories (mostly those recently acquired from Electric Autolite Co.) to the independent after-market (AA, April 17). Also joining Motorcraft's ad department is Bob Boyd, who worked on the Autolite account at Grant Advertising and closed Grant's Detroit office last December, after cleaning up agency work on the account. Autolite moved to Batten, Barton, Durstine & Osborn Jan. 1.

(Additional News Flashes on Page 111)

1c SALE—*Mohawk Tire is using newspaper ads like this to promote its 1c sale for its whitewall tires.*

Mohawk 1¢ Sale Backs Whitewalls

AKRON, June 8—Mohawk Rubber Co. is running a special month-long radio and newspaper campaign in North Carolina to promote a 1c sale on white sidewall tires. The company is spending approximately $60,000 in 44 newspapers and 44 radio stations between June 4 and July 3.

The Mohawk ads feature whitewall tires for a penny more than blackwalls. Whitewalls, which account for 52% of Mohawk's new tire sales, usually cost between $3.50 and $5 more than blackwalls.

■ Although the 1c sale is a current promotion in all Mohawk markets, the factory is putting its own ad budget into North Carolina, William Irvin, Mohawk advertising manager, said.

Mohawk expects to follow up on the current ad campaign in North Carolina with some sort of sports program, possibly football.

Carr Liggett Advertising is the agency. ≠

Kal, Ehrlich Taps Non-Agency Experts for Marketing Board

WASHINGTON, June 7—Kal, Ehrlich & Merrick has formed a marketing advisory board "to give professional counsel to the firm's clients and to advise in the creation of new campaigns."

The eight-man board is composed of four KEM partners, and four experts from outside the agency, who are nationally known in their special fields of endeavor.

The board will examine campaigns developed by the agency prior to the preparation of advertising materials, and will review and criticize any product's total marketing strategy, including distributive procedures, sales force, merchandising, packaging, advertising, display, sales promotion, public relations, publicity and media.

■ Members of the advisory board are: Milton L. Elsberg, president of Drug Fair, drug department store chain; Dr. Dwight L. Gentry, professor of business organization, the College of Business and Public Administration, University of Maryland; John A. Logan, president, John A. Logan Associates, management counsel; Carl B. Salts, vp, Pepsi-Cola, New York; and four KEM partners: Norman C. Kal, chairman; Alvin Q. Ehrlich, exec vp; Harry L. Merrick Sr., president; and Bernard L. Linkins.

Enna Jettick Gets Abby's Point; Sets Adjacent-Ad Push

NEW YORK, June 8—It all began when advice columnist Abigail Van Buren launched a crusade against pointed-toe shoes and said she had received "more than 100,000" letters in support of her campaign (AA, May 29).

Now she has an advertiser strongly on her side as well.

Enna Jettick launched a newspaper campaign in 100 markets today. The first ad is an open letter to Abby telling Enna Jettick's concept of fashion with comfort. Subsequent ads will stimulate the "Dear Abby" masthead and will show specific footwear in addition to explaining Enna Jettick's fashion-comfort philosophy. They will appear June 13, June 15 and June 20.

■ Miss Van Buren has approved the ads which are planned to run adjacent to her columns and newspaper representatives have been oriented on local retailer tie-ins.

The drive has been merchandised to Enna Jettick retailers, who received point of sale displays including photos of Abby. A four-page insert appeared in *Footwear News* outlining the program.

Rockmore Co., the Enna Jettick agency, put the program together in less than ten working days in order to get all ads running before the annual Enna Jettick sales period starts later this month. ≠

Milwaukee Adclub Changes Name, Elects Stephan Head

The Women's Advertising Club of Milwaukee has changed its name to Advertising Women of Milwaukee and has elected Lucille C. Stephan, Moebius Printing Co., president. Other new officers are Dorothy Helms, Bert S. Gittins Advertising, vp; Rita M. Greer, Charles Meissner & Associates, recording secretary; and Marjorie Beimer, WTMJ and WTMJ-TV, corresponding secretary.

Milline Club Names Rule

Elton H. Rule, a vp of ABC-TV and general manager, KABC-TV, Los Angeles, has been named vp and general manager of a newly established Milline Club of Southern California, Los Angeles.

Du Pont and their crazy New Yorker ads: 'Everybody wants tinted stockings for Christmas'

ENCORE—*Du Pont will get extra mileage from its "lovable eccentrics," whom it introduced for its pro-stocking campaign early this year (AA, Dec. 5, '60), to boost tinted stockings in The New Yorker from Sept. 23 to Dec. 23.*

NBC Shows 'Some Interest' in Truman TV Series: Susskind

NEW YORK, June 7—NBC-TV has shown "some interest" in the series of 26 one-hour programs that former President Harry S. Truman has contracted to do for Talent Associates-Paramount, according to David Susskind, vp of the production company.

The weekly series, which is expected to be ready to start next February, will deal with "the major historic events of our time" and the years when Mr. Truman was President. Mr. Truman will narrate the show from the Truman Memorial Library in Independence, Mo. Material for the series will be drawn from his private files and notes will be supplemented with films and tapes from many other sources here and abroad. Cost of the series has been estimated at $2,500,000.

No advertisers have been signed yet, but as Mr. Truman put it, "Sponsors will not, in any way, be the kind who would detract from the dignity" of this type of show. ≠

Good TV Will Find Sponsors: Simpson; But, Lewine Wonders, Who'll Air 'em?

Producers Hold Key to Better Shows, Says FC&B Broadcast Head

LOS ANGELES, June 6—Agencies, advertisers and networks wield some control over television programming, but basically it's up to the producers to improve the creative content of the nation's frequently inferior tv fare.

This theory was propounded here last week by Jack Simpson, national director of broadcast of Foote, Cone & Belding. Speaking at an impromptu press conference, Mr. Simpson indicated that most of the onus for the low state of television creativity rests on the shoulders of the suppliers.

He pooh-poohed the notion that to be successful, producers must turn out programs that agencies and advertisers have already demonstrated they will buy. "We can no longer allow the producer to use the excuse that he's producing only what can be sold," he said.

■ "If each producer came up with just one show a season, or one pilot which is above the standard television fare, there would be a large number of quality programs available and, more important, many would be bought by sponsors."

He added that while networks, advertisers and agencies "have some degree of control" over television programming, "it is time producers made an independent investment of time and talent in developing untapped areas of creativity."

Meantime, a check of some major program suppliers failed to turn up a single producer who agreed with Mr. Simpson. All of those queried refused to be quoted, but their position was that it has traditionally been the supplier—the producer—who has assumed most of the risk in developing and financing pilot programs, many of which "are still in the can."

"Mr. Simpson had better quit kidding, or polish up his rose colored glasses," said one major independent production head. ≠

CBS Films Finds Plenty of Sponsor Backing; Can't Interest Own Network

NEW YORK, June 8—Being more or less in the network family apparently doesn't help a producer get a good tv time spot for a new show—despite advertiser interest.

Case in point is CBS Films, the latest producer to fall victim to the networks' scheduling policies. CBS Films, a production-distribution subsidiary of Columbia Broadcasting System, got top management's okay to produce a list of shows for possible network airing in the 1961-'62 season. Robert F. Lewine, CBS Films program vp, readied four pilots and went to work selling them.

The proposed 30-minute series were: "Daddy-O," a comedy spoofing tv; "Mister Doc," a dramatic series built around a small town druggist; "Russell," a western based on the life of cowboy painter Charles M. Russell, and "Baron Gus," a comedy about a foreign newspaper man. Advertiser interest was lively, but the networks were not impressed. None of the shows could get a time spot. Not even "Daddy-O," which had Quaker Oats waiting in the wings as an alternate sponsor, or "Mister Doc," which probably could have had full sponsorship within a matter of hours if a time period had been available. AT&T, Campbell Soup and Procter & Gamble all reportedly were warm prospects for "Mister Doc."

■ These are the latest evidences of a strange tv phenomenon. Nonformula shows frequently are unable to get on the schedule even at the advertiser's behest, while the "locked in" carbon copies of already prevalent action series sometimes have to be sold to reluctant sponsors at bargain rates.

The salesmen whose job it was to sell the CBS Films packages had no illusions about the reluctance of ABC and NBC to carry their shows, but they had not expected to be repulsed by CBS.

CBS Films' production facilities in Hollywood already have been closed down and three production executives laid off. Mr. Lewine will stay with the company.

Mr. Lewine, who used to be on the other side of the sales fence as a program vp at NBC, accepted his sales troubles philosophically. He said the network programming bosses may have felt the new CBS Films packages weren't deserving of time on the schedule. He was told, for example, that "Mister Doc," a sentimental warm series, was "too soft" to compete with action-adventure.

■ Mr. Lewine pointed out that the network's strategy is to fight hour shows with other hour shows.

"One hears that television wants new and fresh thinking," Mr. Lewine said, "but they don't really. The thinking in television is to produce something that's like something else that's already established.

"None of our shows had gun play, rape, sadism or masochism. Guess we were a year ahead of time."

Despite the network rebuff, CBS Films distribution activities are expanding. Five new properties have been added to the syndication catalog. They include "Angel," "Wanted Dead or Alive," "December Bride," "World of Giants," and the second year of "Deputy Dawg." There is a possibility the 30-minute western, "Russell," will go into syndication. ≠

Highlights of This Week's Issue

Newton F. Minow, FCC chairman, suggests that broadcasters should finance the operation of the Federal Communications Commission through a licensing fee system. **Page 4**

Phillips-Van Heusen Corp. sets a $1,000,000 fall advertising budget to introduce a new wash-and-wear shirt. **Page 6**

Great National Life Insurance Co. campaign stresses the importance of regular checkups, both physical and financial. **Page 18**

H. A. Bullock, Texas Southern University professor, says it's more expensive, and unnecessary, to devise special advertising or illustrations to reach the Negro market. **Page 23**

Leo. H. Rosenberg retires as vp of Foote, Cone & Belding to embark on a career as a consultant. **Page 22**

NBC Spot Sales time buyer opinion panel study reveals time buyers agree they could do a much better job for clients if they were kept fully informed about over-all campaign strategy. **Page 27**

George Weissman, chairman of the board, Philip Morris Overseas, division of Philip Morris Inc., predicts an "optimistic future" for wholesalers, specifically those in the tobacco products field. **Page 30**

Pacific Telephone Northwest's new campaign lampoons the Easterners' idea of U. S. geography and urges readers to make themselves "insufferable" in spreading the story of the Pacific Northwest to their out-of-state friends. **Page 24**

The Bureau of Advertising's eighth annual summer survey forecasts that about one in every four retail stores will increase its summer ad budget this year, and newspapers will get nearly all the money. **Page 40**

The 1961 Consolidated Consumer Analysis reveals Kleenex facial tissues, General Electric automatic dishwashers and Johnson's paste and liquid floor waxes are the leading brands. **Page 46**

Topps Chewing Gum Co. and Frank H. Fleer Corp. wage battle over the right to sign players for their baseball cards. **Page 54**

Trans-Lux Corp. sets up new subsidiary, Television Affiliates Corp., to give wider circulation to local tv productions. **Page 60**

William J. Boylhart, president of Boylhart, Lovett & Dean, says "people are either violently for, or just as violently opposed to, licensing of agencies." **Page 64**

Renfield Importers' summer magazine drive features a bottle of Gordon's gin snuggled into the snow. **Page 70**

Katz Agency issues 29th edition of its "Spot Television Advertising Cost Summary." **Page 74**

Arthur M. McCoy, exec vp, John Blair & Co., tells retailers to determine future sales potential and then allocate an adequate budget to accomplish the sales objective. **Page 85**

Norman Strouse, president of J. Walter Thompson Co., says selling and advertising abroad is the path of the future as travel and communication barriers fall. **Page 87**

Advertising Age study reveals admen change jobs on the average of three times per decade. **Page 106**

Canada's supreme court reserves judgment in a plea by the Crown against a Quebec appeals court decision on the admissibility of certain evidence in the government's $1,000,000 tax case against Reader's Digest Assn. (Canada) Ltd. **Page 110**

Manpower Inc. launches a "boom business" international sales and advertising campaign. **Page 117**

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Some Admen Fret at Bunched Ads in Restyled 'Life'

'No Point in Creeping Into Changes; Format Isn't Frozen': Jackson

NEW YORK, June 6—*Life*, which introduced its new format last week, said the redesign "isn't frozen"—and some advertisers would just as soon have it fluid.

The changes in design (AA, May 29) by the nation's largest single advertising medium—$138,784,242 in ad revenue in 1960—caught advertisers and readers of the magazine by surprise.

The *Life* revamp, which sported, among other things, new editorial layouts and type changes, bunched-up ad sections, and new sections including a "*Life* Guide" on the lively arts, evoked mixed reactions from advertisers. Most, as might have been expected, were not enthusiastic about the grouping of as many as ten pages of solid advertising toward the middle of the book.

Life, however, had answers for most admen's beefs as it readied its June 9 issue under what the magazine termed "a period of evolution." Said one *Life* official: "Our reaction has been good, and 98% of *Life*'s staff is very pleased. It proven wrong, we'll change. But it's too early to tell."

■ The publisher of *Life*, C. D. Jackson, told ADVERTISING AGE: "The format is not frozen; the whole darned thing is up for restudy. You understand, of course, that we had to do some pretty drastic opening up—there's no point in creeping into it.

"I'm fascinated by some advertisers who are blissfully unaware of ad banks, some even larger, which have appeared many times in the past several years. Advertisers will not only get used to it,

(Continued on Page 68)

Two Ex-Grant Men Form Seattle Agency

SEATTLE, June 8—A new agency, Burke & Thomas, has been formed by William Burke and John S. Thomas, both formerly with the Seattle office of Grant Advertising.

The agency said it has brought seven former Grant accounts into its shop—Alaska Airlines, Washington Blue Cross, Butterworth, Clan Importers, Code-A-Phone Co., James Henry Packing Co. and Charles R. Watts Co.

■ In Chicago, Grant said "We are not conceding" the Alaska Airlines account. The rest of the accounts represent "well under 10%" of the Seattle office billings, according to Grant.

Mr. Burke was president of Burke Co. at the time of its purchase by Grant in 1958, when he became local manager for Grant. He was succeeded last month by Dan Madden (AA, May 29). Mr. Thomas was an account executive at Grant.

Burke & Thomas is located in the Norton Bldg. ≠

Instant Lemon Launched

Union Starch & Refining Co., Columbus, Ind., is using tv spots in 23 top tv markets to introduce its new powdered lemon juice, Penant's Instant Lemon. Newspaper ads will also be used. Baer-Kimbley-Spicer, Cincinnati, is the agency. Fred A. Niles Productions, Chicago, produced the tv commercials.

Arndt Loses Last Two Food Accounts: Musselman, Dulany

PHILADELPHIA, June 8—Arndt, Preston, Chapin, Lamb & Keen has lost its last two food accounts, removing it from the food business for the first time in several decades.

It lost the $500,000 C. H. Musselman Co., Biglersville, Pa., account to Gray & Rogers, Philadelphia. (Franklin T. Cox Advertising, Bala Cynwyd, Pa., will continue its tv test market activities in selected markets for Musselman.) Musselman makes applesauce and other processed fruits.

■ The agency also has notified its staff that it is terminating its arrangement with Dulany Frozen Foods, Fruitland, Md., when the latter finds a new agency. Dulany is understood to be interviewing agencies.

A year ago, Arndt lost San Giorgio Macaroni Co. to the Philadelphia office of W. B. Doner & Co. ≠

Continental Baking Cancels TV Spots 'for Budget Reasons'

RYE, N. Y., June 8—Continental Baking Co., usually a 52-week user of spot television, has cancelled its orders for Wonder bread and Hostess cakes in all but a very few markets, effective June 15, for "budgetary reasons."

Lee Mack Marshall, advertising manager of the company, said that Continental had planned to take a summer hiatus from spot tv this year but that it did so two weeks sooner than originally planned because "we had heavier expenditures during the first five months than had been expected." Tv spots are being retained in only a few markets where special activities make their use feasible.

■ Continental was the sixth biggest spot tv spender in 1959, pouring $10,806,480 in the medium. It's 1960 outlay was little more than half—$5,879,280—and dropped Continental to 16th place.

The baker probably will return to spot tv in the fall, Mr. Marshall said. Meanwhile, the company is using 24-sheet posters in a large number of markets, having started in May. It recently renewed a quarter-hour per week in CBS-TV's "Captain Kangaroo."

Ted Bates & Co. is the agency for Continental. ≠

Merrill Lynch Anti-Speculation Ads Stepped Up

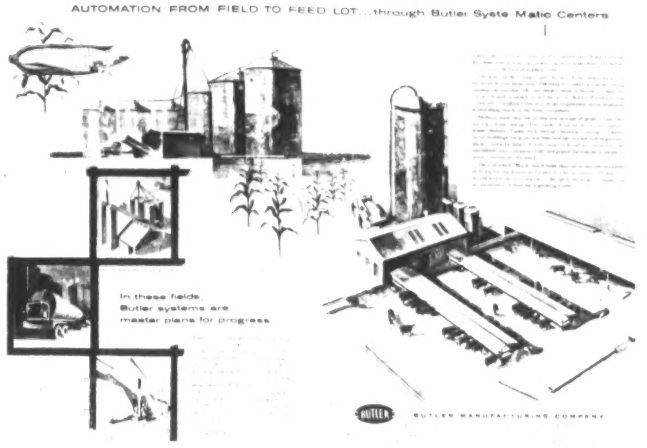
NEW YORK, June 6—Merrill Lynch, Pierce, Fenner & Smith—"the thundering herd"—will ride again this June 12 to warn the unwary investor.

In a one-third page broadside in 115 newspapers across the country, the giant broker will list some of the get-rich-quick rumors which it believes are fast ways of going broke.

Copy will include seven quotes, with a ring familiar to every dabbler in the stock market, like the hoary tip, "Hear they're going to merge." But Merrill Lynch concludes with the words of warning: "Don't believe."

Merrill Lynch ads go into 170 newspapers in 128 cities—just about every city where it maintains an office. However, for this cautionary aspect of the advertis-

(Continued on Page 114)


AUTOMATION FROM FIELD TO FEED LOT... through Butler Syste Matic Centers
In these fields, Butler systems are master plans for progress
BUTLER
BUTLER MANUFACTURING COMPANY

FROM ONE COME MANY—*Butler Mfg. Co., Kansas City, will launch its first corporate ad campaign with this four-color ad in the June 24 Business Week. The series will feature combinations of the company's products for industry and farm. Aubrey, Finlay, Marley & Hodgson, Chicago, is the agency.*

Delta Spreads Wings as National Advertiser With New Southern Transcontinental Route

ATLANTA, June 7—Delta Air Lines will introduce its new transcontinental service between the West Coast and the Southeast with a multi-media ad campaign costing more than $500,000. This pre-inaugural promotion is in addition to Delta's regular advertising budget.

Marking another first for the Atlanta-based airline, Delta on June 11 inaugurates the first non-stop service between the Southeast and the West Coast over the long-sought southern transcontinental route recently awarded by the Civil Aeronautics Board.

The break-through to the Coast means that Delta, long a regional advertiser, now spreads its wings as a national advertiser on a major scale for the first time in the

HERE WE COME—*Delta is running this announcement ad during June in the Los Angeles Mirror and Times.*

30-year history of the line. Planned for early use, in addition to local route-city media, are *Holiday, The New Yorker, Newsweek, The Saturday Evening Post, Sunset Magazine, Time, U.S. News & World Report* and the *Wall Street Journal*.

■ Delta's many-sided build-up for the inaugural flights includes extensive local advertising in 34 cities, the over-all program embracing newspapers, radio, television, outdoor, direct mail, magazines, 21 trade and vertical publications and diverse collateral materials ranging from badges for ticket-office personnel to motion-picture films and new Delta "Dream Vacation" folders.

Advertising for the airline is created and placed by Burke Dowling Adams Inc., Atlanta, Delta's agency for the last 16 years. It is under the personal direction of B. D. Adams, agency president, and Howard Schriner Jr., vp.

Newspaper schedules provide a concentrated three-week push with large b&w and two-color ads in Los Angeles, San Diego, Dallas, Fort Worth, New Orleans, Atlanta, Jacksonville and Orlando, plus a group of newspapers in 20 feeder cities of the Southeast. Later in the summer, Las Vegas and San Francisco papers will be added, when service to these cities begins.

■ Supporting the effort in route-city newspapers will be a variety

(Continued on Page 112)

Station Cuts into Duncan Coffee Tape, Stephenson Charges

DENVER, June 8—An advertiser which tried to avoid radio's proclivity toward rock 'n' roll music by taping its own five-minute music shows has found that it's not that simple.

Duncan Coffee Co., Houston (through Clay Stephenson & Associates, Houston), has been placing its "Maryland Club Sing-Along" shows on about 60 stations. It discovered last month, however, that KIMN, Denver, had been taking commercial excerpts from the show, and inserting its own musical selections.

Stephenson fired off a letter to the station, charging that the station's "musical selections indiscriminately chosen" had "destroyed the total intent of the Maryland Club programs."

The agency also threatened to file reports with the Federal Communications Commission and the National Assn. of Broadcasters.

■ Full restitution has been promised by Kenneth E. Palmer, general manager of KIMN, who said new owners had taken over only last Jan. 1, were reorganizing the station and had not realized the tapes were being altered. He pointed out that the director of the continuity department—the person apparently responsible—had been fired before the protest was made (the director is now suing for breech of contract).

Mr. Palmer said the fee has been returned, that an offer was made to air an apology, and that spot time was offered to help rectify the switch. Stephenson said it would delay its filing of a report to NAB or FCC pending further review of the situation. ≠

Spread Mailing to Ease Postal Rush, Belen Asks

Circulation Seminar Hears P. O.'s Drive; Angerman Tells Key Role

CHICAGO, June 7—The Post Office Department today unveiled a new program to seek cooperation of large mailers in leveling off the flow of mail during the day, thus improving service.

Assistant Postmaster General Frederick C. Belen said about 80% of the mail is channeled into local post offices after 5 p.m., creating peak hours between 5 and 8 p.m., while much of the postal facilities stand idle during the early morning hours.

Mr. Belen presented the "Nationwide Improved Mail Service" program at a press conference, and again at a luncheon talk to the sixth annual Circulation Seminar for Business Publications here.

Mr. Belen said the department will personally contact businesses which do a large volume of mailing, asking them to send mail to the post office late at night or early in the morning.

■ He said postmasters of some 300 post offices bringing in gross receipts of $400,000 or more annually have been asked to send their executive assistants to visit the top 100 mailers in their cities, urging cooperation. These top 100, he said, will usually represent about 50% of the local post office's volume.

Mr. Belen said his campaign is aimed primarily at first class mail users.

■ A bright future for the circulation manager was forecast at the seminar by Virgil Angerman, sales manager of the special products division of Columbia Envelope Co.

"A circulation manager is in the best position to work his way to the top in any publishing organization," he said, "because he is closer to the reader and his needs. He can best evaluate the type of editorial material that the reader wants—and that sells."

Mr. Angerman ticked off a list of top men in the publishing field who started in circulation: Richard Deems, president of Hearst magazines; Anthony R. Gould, vp and business manager of *U.S. News & World Report*; Gibson McCabe, president of *Newsweek*; Roy E. Larsen, chairman of the executive committee of Time Inc.; and several others.

"The circulation manager who has a hand in improving the product is the first to be recognized for salary increases, promotions and a place on the board of directors," Mr. Angerman said. ≠

Ad Age Moves Into New L.A. Offices

ADVERTISING AGE has moved its West Coast sales and editorial office to new and larger quarters. The new address is:

8217 Beverly Bldg.
Los Angeles 48, Cal.

The new phone number for AA in L. A. is:

Olive 1-3710

Denis Higgins is the ADVERTISING AGE editorial representative in this office; **Richard E. McCarty** is AA's advertising representative on the West Coast.

20th Century-Fox Pushes 'Snow White, Stooges' Film on TV

NEW YORK, June 7—In one of the most extensive network tv campaigns ever staged by a motion picture company, 20th Century-Fox is promoting its "Snow White and the Three Stooges" during the four weeks preceding its July 4 release date.

Thirty one-minute participations have been scattered through ABC-TV's "Stagecoach West," "Guestward Ho," "Matty's Funday Funnies," "The Roaring Twenties" and "Walt Disney Presents," and NBC's "Shirley Temple Show" and "National Velvet." This will be backed with a page in *McCall's* July issue and in the June 25 issue of *Puck—The Comic Weekly*.

In addition, 20th Century has made available eight tv spots, in 60-, 20- and 10-second lengths, and 12 radio announcements, for use by its local exchanges in periods adjacent to the network tv buys. These will be placed through co-op budgets.

■ The Three Stooges will make guest appearances on shows which carry their tv shorts, urging viewers to see their picture. A soundtrack album from the movie, in addition to other albums and single releases of tunes from the film, has been released by Columbia Records.

The campaign was designed by 20th Century; the ads were placed by Charles Schlaifer Co. ≡

CBS Films Sells 'Giants'

CBS Films, New York, has begun syndication of "World of Giants," a 13-episode series with Marshall Thompson and Arthur Franz as government agents involved in counter-espionage exploits. Mr. Thompson is featured as a man six inches tall, the victim of radiation exposure. Available for a June 19 start, the series was produced by CBS Television.

DANDY—*Tested in Roanoke last summer, Nestle Co.'s Keen, an instant soft drink in four flavors, is now in Tucson, Chattanooga and the Davenport-Rock Island-Moline area. Tv, radio and Sunday comics are being used also and a 50¢ refund offer is being tested. VanSant, Dugdale & Co. is the agency.*

Charge Stations to Support FCC, Minow Suggests

SOUTH BEND, June 6—FCC Chairman Newton F. Minow has reiterated his belief that broadcasters should finance the operation of the Federal Communications Commission through a licensing fee system.

Mr. Minow repeated his thinking about commission financing during a filmed interview on "Washington Tie-Line" on WNDU-TV.

"You pay in this country for a driver's license, a dog license, but we have no charges at all for any form of a broadcasting license . . . a major broadcaster, an amateur license, or a safety device, which surprises me.

"I would very much like to have the FCC on a self-supporting basis. I'm sure WNDU would be very glad to help out on that. I think most people would if they realized that what we're doing is letting people use public property. At least the government should be reimbursed for this use."

Mr. Minow said the ways of setting up a licensing schedule were under study, with the Canadian system as a possible model.

■ Mr. Minow stood by the statements made in his "vast wasteland" speech (AA, May 15), his maiden address as FCC chairman, which some people think torpedoed the government's plans for a reorganized FCC. He said the Washington speech drew thousands of letters—maybe 35 of which were critical. Mr. Minow did not retreat from the "vast wasteland" description of tv, but repeated his challenge to any broadcaster to spend a whole day in front of the set and see if he didn't agree that "for the most part, it is a vast wasteland." ≡

N. Y. Ad Group Elects Rickard President

The Assn. of Advertising Men & Women, New York, has elected Joseph B. Rickard, ad manager of *Coronet's* "Family Shopper," president.

Joseph B. Rickard

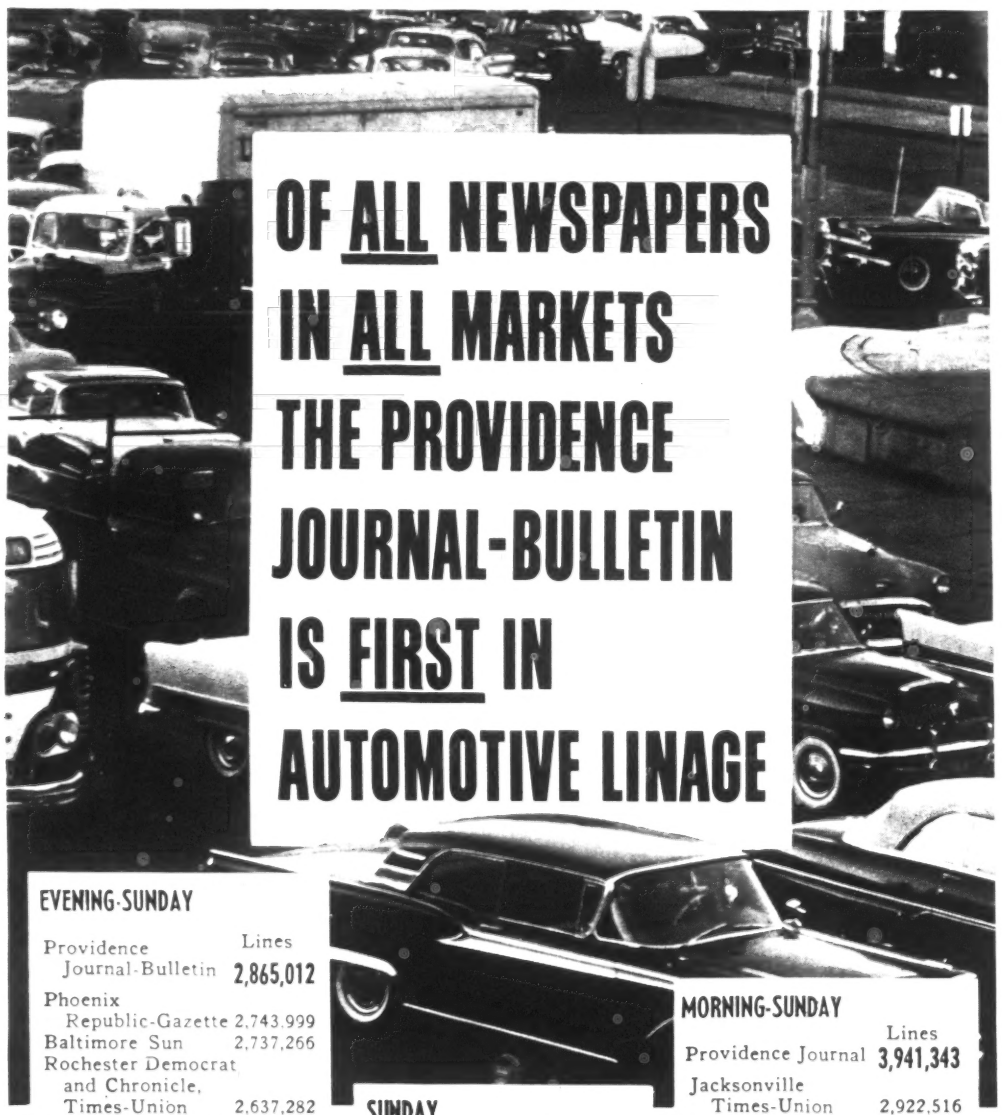
Other new officers are Robert Desley, McCann-Erickson, and Donald Kurz, Junior Achievement of New York, vps; Fred P. Matase, Pronto Addressing & Mailing Service, treasurer; and Dorothy E. Nixon, Lever Bros. Co., secretary.

Kupper Launches Monthly

Arnold Kupper, president of Arnold Kupper Advertising, Hartford, has launched a new monthly magazine, *Country Clubs Connecticut*. Offices of the publishing company, Country Clubs Connecticut, are at 1010 Wethersfield Ave., Hartford, same address as the Kupper agency. At the same time, Spolen Magazines, Hartford, has been appointed local advertising representative, and Peter Bovis & Associates, New York, national advertising representative.

Fiorini Joins Ted Bates

Ange J. Fiorini, formerly marketing-merchandising manager of *Good Housekeeping*, has joined Ted Bates & Co., New York, as an account executive on the Continental Baking Co. account.



EVENING-SUNDAY

	Lines
Providence Journal-Bulletin	**2,865,012**
Phoenix Republic-Gazette	2,743,999
Baltimore Sun	2,737,266
Rochester Democrat and Chronicle, Times-Union	2,637,282
Milwaukee Journal	2,531,297
San Diego Union-Tribune	2,448,430
Louisville Courier-Journal-Times	2,425,755
Columbus Dispatch	2,335,439
Grand Rapids Press	2,287,988
South Bend Tribune	2,095,238
Norfolk Ledger-Dispatch and Virginian-Pilot, Star	2,056,342
Detroit News	2,043,520
Akron Beacon-Journal	1,975,364
New Haven Register	1,938,516
Fort Worth Star-Telegram	1,925,024

SUNDAY

	Lines
Providence Journal	**1,265,841**
Buffalo Courier Express	909,287
Los Angeles Times	757,307
Hartford Courant	666,403
Rochester Democrat & Chronicle	615,455
Cleveland Plain Dealer	571,470
Baltimore Sun	539,853
Milwaukee Journal	537,693
New Haven Register	532,604
San Diego Union	487,425
Worcester Telegram	478,202
New York Times	457,657
Miami Herald	434,094
South Bend Tribune	427,143
Akron Beacon-Journal	401,276

MORNING-SUNDAY

	Lines
Providence Journal	**3,941,343**
Jacksonville Times-Union	2,922,516
Miami Herald	2,869,526
Buffalo Courier Express	2,851,735
Phoenix Republic	2,744,776
Washington Post-Times Herald	2,610,258
Los Angeles Times	2,538,664
Rochester Democrat and Chronicle	2,467,528
Louisville Courier Journal	2,199,739
Cleveland Plain Dealer	2,142,071
Tampa Tribune	2,100,018
San Diego Union	2,031,920
Dallas News	2,022,624
Norfolk Virginian-Pilot	1,946,495
San Jose Mercury-News	1,937,501

PROVIDENCE JOURNAL-BULLETIN

Boston office: 479 Statler Bldg., Boston 16; Represented in Florida by McAskill, Herman & Daley, 4014 Chase Ave., Miami Beach 40; Represented elsewhere by Ward-Griffith Co., Inc.

Greensboro—
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS

In The Top 20 In Total Retail Sales

Watch Food Sales Sprout

Hungry Metropolitan Greensboro Market ranks high in food sales in the South's top markets—ahead of Baton Rouge, close behind primary markets like Nashville, Knoxville and Chattanooga. Feed your sales story through the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "*1961 Major U. S. Markets Analysis*" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation.

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

How to make your advertising dollars work harder to beat today's "Profit-Squeeze"

Read what This Week MAGAZINE can do for you right now— to help solve your profit problems!

1. THIS WEEK has the massive audience—more than 13,590,206 families week after week. Broad national coverage, yet with concentrated impact—beyond that of any other medium—in the major metropolitan areas where profit opportunity is greatest!

2. THIS WEEK actually reaches *more* homes in 43 "make-or-break" markets than the average half-hour "Top Ten" network television show.

3. THIS WEEK has the overwhelming acceptance of top retailers and their "buying committees"—the key retail executives whose decisions can make or break any product or any promotion today.

4. THIS WEEK, by far, gives you the lowest cost per thousand for both 4-color and black-and-white pages of any major weekly magazine—and the greatest *circulation impact* of any weekly magazine.

HOW THIS WEEK CAN PROVIDE GREAT SAVINGS FOR MAJOR PRINT ADVERTISERS

	ONE 4-COLOR PAGE			14 4-COLOR PAGES
	Total Circulation	Cost/M	Total Cost	Total Cost
LIFE	6,764,686	$6.96	$47,050	$619,178
LOOK	6,500,000	$6.76	$43,910	$577,855
TOTAL LIFE & LOOK	13,264,686	$6.86	$90,960	$1,197,033
This Week MAGAZINE	13,590,206	$3.91	$53,150	$635,674
Dollars saved by using This Week to reach same total circulation as Life and Look combined			$37,810 (1 Page (4-color))	$561,359 (14 Pages)

Sources: Circulation
THIS WEEK—average ended 9-30-60
Life and Look—average ended 12-31-60
or Rate Base when higher

Rates: Currently effective
(Look—effective 1-8-61)

Compare This Week MAGAZINE with television, too!

To reach 13,590,206 homes through television...what show would you have to buy? What price would you have to pay? What chance do you really have of securing such a show?

THE MOST POWERFUL SELLING FORCE IN PRINT

This Week
MAGAZINE

CIRCULATION 13,590,206

Van Heusen Sets $1,000,000 Drive for New Shirt

Company Hopes to Gain Sales via Wash-Wear Shirt sans Resin Itch

STROUDSBURG, PA., June 9—The advertising head of Phillips-Van Heusen Corp. today said his company plans to invest more than $1,000,000 this fall in an advertising program introducing a new wash-and-wear shirt.

Robert J. Mohr, director of advertising and sales promotion, told a Marketing Executives Club of New York seminar that this is "the largest amount of dollars ever expended in the men's wear industry to introduce a single product to the consuming public."

The Van Heusen push involves four-page inserts in men's wear publications, ads in *Look* and *Esquire*, spot tv in about 125 markets plus press parties, statement inserts, mat programs, counter cards, window streamers, blowups and a revamped polyethylene package.

Mr. Mohr said the company had already received from dealers the largest volume of orders ever booked on a new product.

■ The Van Heusen executive explained that wash-and-wear shirts, on the market since 1957, accounted for 65% of the branded men's shirt business despite the fact that their resin coating (giving the shirts their wash and wear qualities) itched, took on a yellow hue and was not permanent.

The problem, as Van Heusen sees it, is to satisfy consumers, insure repeat business and gain a "true competitive advantage, not just a fictional one with semantic value."

The answer is to develop a "completely new non-resin wash-and-wear finish and to beat our competition to the market with it."

A decision was made last January to introduce the product this fall. A marketing program had to be developed and implemented in two months, Mr. Mohr said, since the introductory date to dealers was set for mid-March.

■ The program started with a four-page insert in leading men's wear publications. Reprints were mailed to all Van Heusen accounts and to all prospective accounts. At the same time, telegrams were sent to major dealers alerting them to the announcement ad, Mr. Mohr said.

Press parties were held for the trade and consumer press. The next move was a series of one-night stands, starring a team of executives (including Mr. Mohr) traveling from city to city. Special luncheon presentations were made to buyers and retail merchandising executives who represented Van Heusen's "top-volume" group.

"We decided on the advertising direction by admitting to ourselves that the consumer is cynical and suspicious regarding wash-and-wear claims and promises, while, at the same time, grateful for the performance factors that wash-and-wear products did supply," Mr. Mohr told the seminar.

Copy for the ads declares: "Look mister. If it's really wash-and-wear—guarantee it! We do guarantee it! It's the first all-cotton shirt with no 'drip-dry' resins. The cotton itself is self-ironing!"

The national approach will be translated to point of sale through motion displays keyed to personalities in the tv spots (Bert Parks and Jane Connell). For direct mail, Van Heusen will provide over 7,000 franchised dealers with statement inserts. Dealers will also get mats, suggested layouts and (in the case of larger stores) ad ideas.

■ The seminar also heard H. L. Schreiner, national retail sales manager of the lighting products division of Sylvania Electric Products. He told how his company convinced grocery, hardware and drug retailers that its "integrated merchandising system" could increase total store traffic.

GUARANTEED—*Phillips-Van Heusen will run page b&w ads in Esquire and Look this fall to promote its Century Vanalux wash and wear shirts. Grey Advertising, New York, is the agency.*

The system utilizes "chipboard" packaging and color-coding of packages, shipping cartons and price tickets to make it easier for consumers to select and buy bulbs, and easier for the wholesaler and the retailer to receive, stock and re-order, Mr. Schreiner said.

■ He pointed out that the program virtually eliminated the sales of single bulbs, "thus increasing turnover."

The program also enabled Sylvania to increase retail distribution to the point where the company is a 20% factor in the market, Mr. Schreiner said.

The program was backed by advertising in *The Saturday Evening Post* and over the Arthur Godfrey (CBS) and Don McNeil (ABC) programs.

Elected at the annual seminar were Emanuel Goren, Thayer Laboratories, president; Austin John Johnson, Benton & Bowles, vp; Richard M. Elliott of *Look*, secretary; Roy Harris, Advertising Distributors of America, treasurer.

St. Louis Women's Adclub Elects Dickey President

The Women's Advertising Club of St. Louis has elected Marion Dickey president. Mrs. Dickey, president of the St. Louis Hostess Co., was named St. Louis Advertising Woman of the Year in 1959.

Marion Dickey

Other new officers are Mary Kimbrough, Gardner Advertising, vp; Peggy Johnson, *St. Louis Post-Dispatch*, secretary; and Audrey Kettelkamp, Schlesinger-Tarrant Brokerage Co., treasurer.

Florida-Georgia Group Bows

Four daily newspapers in southwest Georgia and northwest Florida have offered a one-order, one-bill service to advertisers through their representative, Shannon & Associates, Atlanta. They are the *Tallahassee Democrat*; the *Times*, Valdosta, Ga.; the *Times-Enterprise*, Thomasville, Ga.; and the *Observer*, Moultrie, Ga. They have named their 17-county area Interstate Major Market.

Central Builds New Offices

Central Advertising Agency, Lima, O., has begun construction on a new building at 329 N. West St. Occupancy is planned for early fall.

MARKETING PUZZLE

If your puzzle is piecing magazine selectivity and impact into a regional advertising picture, you'll find Ladies' Home Journal's new Regional Edition Marketing Plan fits in beautifully.

Now you can advertise in any one or combination of *seven* regional editions of the Journal.

The price is low – examples: $3,110 buys a full page, black and white, covering all of New England. $3,690 buys the edition covering the five Southwestern states.

Results are measurable – Journal regions closely correspond to standard marketing areas.

And your sales potential is fantastic – Journal readers have 25% more to spend than the average; and one out of every two women spending in top stores everywhere is a Journal reader.

Which is why regional advertisers looking for a bigger piece of the market find the best solution is in a regional piece of Ladies' Home Journal.

WHEN THE JOURNAL SPEAKS—WOMEN LISTEN

WITH A SURE-FIRE SOLUTION

This Week in Washington . . .

Space Flight Ads Stir U.S. Concern Over Defense Contractor Ad Spending

By Stanley E. Cohen
Washington Editor

WASHINGTON, June 8—When astronaut Alan Shepard blasted into space, members of the missile industry burst into print with big ads explaining their various roles. These ads were a further irritant, at a time when penned up hostility to large scale advertising activity by defense contractors once again was threatening to burst into the open.

As far back as anyone remembers there has been a running quarrel over the use of institutional ads by companies engaged primarily in defense work. The ads represent a small item to the companies, but they imply a state of prosperity which rubs lawmakers the wrong way.

Since the early days of World War II, the controversy has been neutralized by a live-and-let-live formula. A reasonable amount of advertising to support trade journals, recruit manpower and scarce materials or sell scrap is regarded as a legitimate cost in negotiated defense contracts. But other ads must come out of profit.

■ With minor refinements, that's still the story today. But the list of trade publications gets longer and the ads get fancier. Moreover, many companies deliberately extend their advertising to include general magazines and newspapers.

Defense contractors have compelling reasons for including general media in their advertising schedules. In recent years, the whole complex of defense industries has been undergoing radical change. Many companies which formerly had big shares of defense business actually found they were facing sudden death.

■ Aircraft companies, which formerly got the lion's share of defense business, have been superseded by electronics companies. Many of these are newcomers, or old companies with new corporate identities. Even though they may have little to sell directly to the public, there has been a feverish race to gain public recognition.

The stakes are immense. A few years ago, total expenditures for research and development in the U.S. were less than $5 billion a year. During the current year, expenditures will amount to more than $12 billion, of which at least $8.5 billion comes directly from government. And next year the research and development "pie" is expected to be about $14 billion.

So here is a volume of business which exceeds in size the total amount which U.S. business spends for all forms of advertising. While it may not be necessary to advertise in order to sell to the government, the lush contracts inevitably go to companies which have some "standing."

Government purchasing experts are like the rest of us. When a man has the responsibility of recommending a contractor on a highly speculative project, which may involve many hundreds of millions and even billions of dollars, he likes to deal with a known quantity. More than that, he likes to feel that the man up top who reviews his recommendation will also have confidence in the company he has chosen.

■ In this current controversy over defense advertising, the sparks come from a number of directions.

Defense Secretary McNamara. On at least two occasions he has voiced concern about the volume of defense advertising. He would like to find ways to reduce it.

Members of the Senate armed services committee. Among those reportedly concerned about the volume of defense advertising, and actively demanding "action," are such distinguished men as Sen. Ellender (D., La.), Sen. Russell (D., Ga.) and Sen. Case (R., S. D.)

House appropriations committee. Many committee members, particularly Rep. Robert Sikes (D., Fla.), are demanding that the Defense Department crack down on the volume of advertising. And Under Secretary of the Air Force, J. V. Charyk has assured the committee that restraints are being introduced.

■ One reason the problem gets magnified out of context is that congressmen cannot distinguish between trade paper ads, financed directly as cost, and general ads which the defense contractors support out of their own pockets.

While the department has promised to study its regulations, the chief impact, if any, will be from the raised eyebrow. Simply by expressing displeasure, the department can persuade some of its contractors to cut back.

The newspaper and magazine ads financed by contractors will continue unless the department can persuade the contractors to be less ostentatious.

For more than a year the department has been reviewing its regulations on the use of trade paper ads.

■ In that first go 'round on the problem last year, the services tried unsuccessfully to come up with a tighter definition of "trade and technical." They could only confirm the judgment they made years ago: That the appropriate list of publications varies with each contract. Today, as it has since the early days of World War II, the Defense Department leaves the negotiation of the approved media list with the contracting officer handling the individual contract.

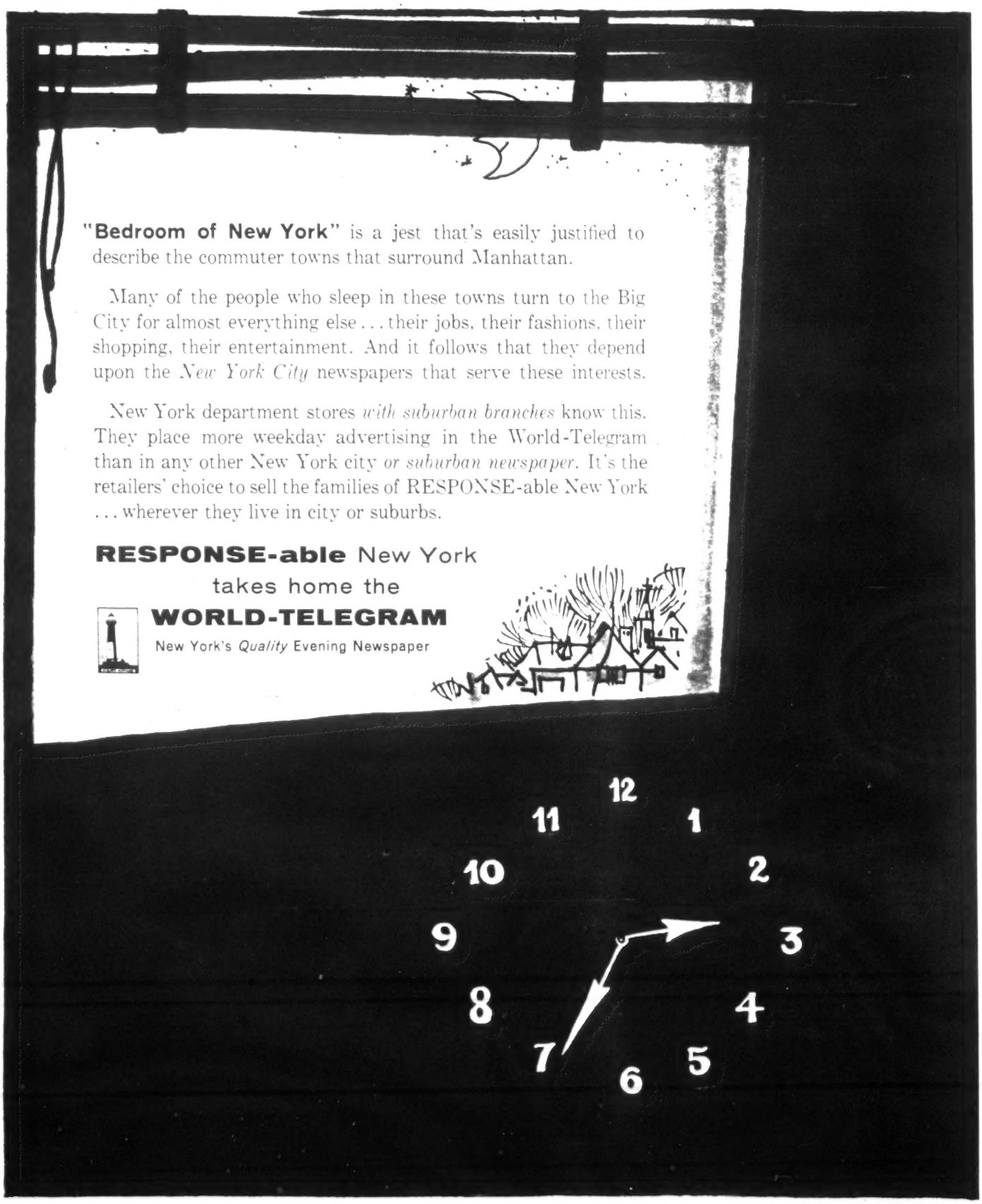
Despite frequent approaches from individual publishers, who insist there must be a more efficient way to handle the problem, the services have refused to establish a master list of approved publications, or to indicate a percentage which represents an appropriate cost factor for trade and technical advertising.

At present, the total volume of advertising in trade and technical publications financed out of defense contracts is estimated to be in the range of $5,000,000 to $10,000,000. The companies which are buying these ads are handling roughly $16 billion worth of defense business.

■ In the current study, the joint committee charged with this problem is giving the advertising rules the most thorough examination they have had since they were first adopted in their present form. The committee is studying such questions as:

1. How much is it costing?
2. Can we tighten the definition of trade and technical publications?
3. What is the nature of the contribution which this advertising makes to the defense effort?
4. How valuable is the dissemination of these publications?

■ Knowledgeable officials who have kept very close to this picture are convinced that advertising has almost invariably complied with the letter and spirit of the live-and-let-live formula. One well placed official reports he has personally run down innumerable instances where defense contractors were supposed to be charging the government for ads in general publications. "Never once," he said, "have I been able to confirm such a report." #


"Bedroom of New York" is a jest that's easily justified to describe the commuter towns that surround Manhattan.
Many of the people who sleep in these towns turn to the Big City for almost everything else . . . their jobs, their fashions, their shopping, their entertainment. And it follows that they depend upon the New York City newspapers that serve these interests.
New York department stores with suburban branches know this. They place more weekday advertising in the World-Telegram than in any other New York city or suburban newspaper. It's the retailers' choice to sell the families of RESPONSE-able New York . . . wherever they live in city or suburbs.
RESPONSE-able New York takes home the
WORLD-TELEGRAM
New York's Quality Evening Newspaper
12
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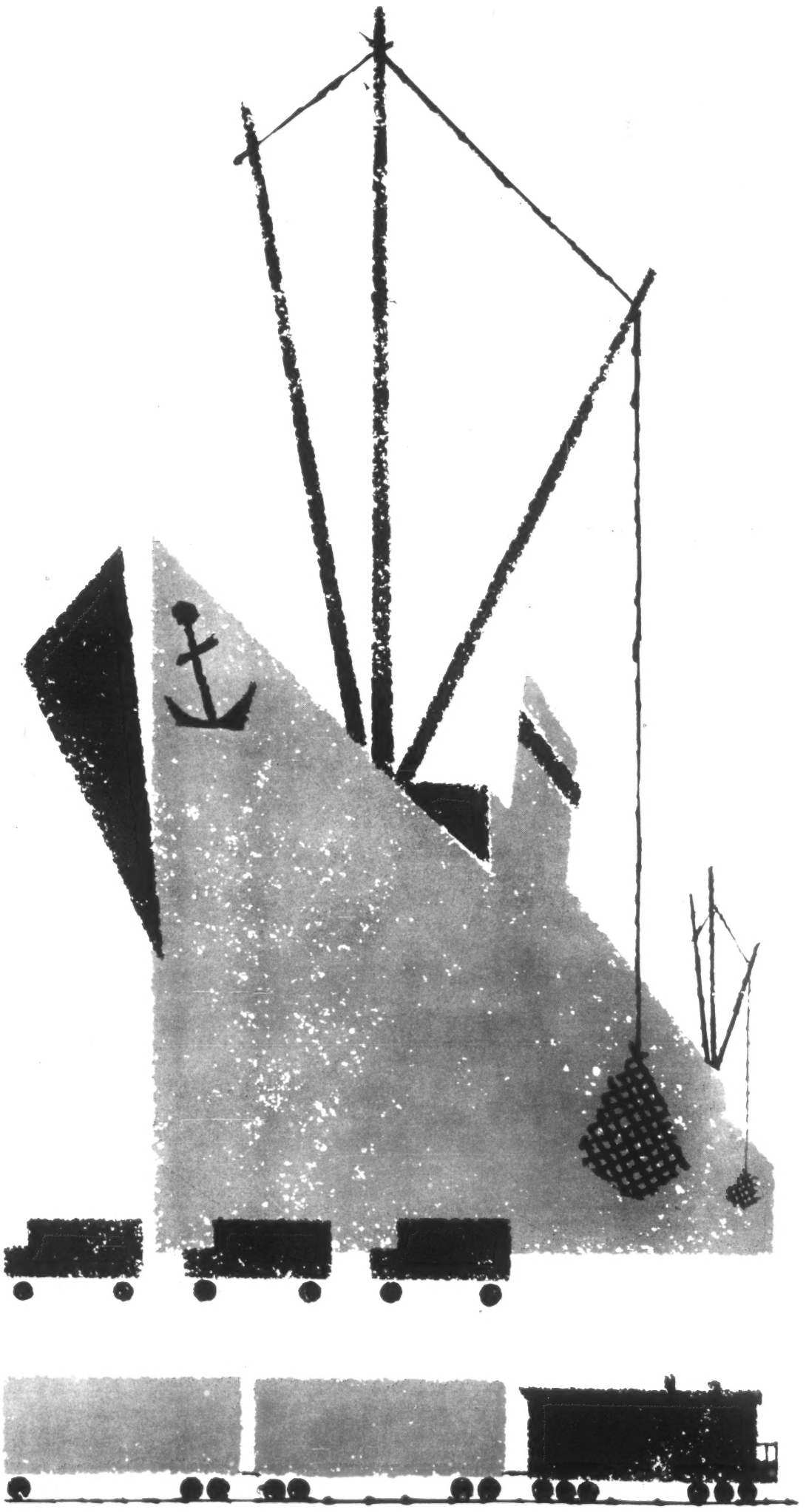
11



DYNAMIC BALTIMORE

The nation's 2nd largest seaport in foreign tonnage—that's the busy port of Baltimore. A round-the-clock flow of ships, trucks and trains keeps countless thousands busy—and prosperous—in Dynamic Baltimore, now in an unprecedented period of growth and development. ■ Did you know that Baltimore is the 8th fastest-growing market in America—that only 3 larger metropolitan areas exceed our rate of growth in total retail sales? Here is one very important market. And one medium —the Baltimore Sunpapers—covers it best. ■ Here's why: Half the families in the entire state of Maryland live within a 15-mile radius from the center of downtown Baltimore. In this compact area—roughly the ABC City Zone —an estimated 92% of all retail sales are made. And this same area accounts for 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered). What is our circulation? Over 420,000 daily and over 319,000 Sunday. ■ To reach the buying power of Baltimore, the Sun outshines them all.

THE BALTIMORE SUNPAPERS

"Everything in Baltimore revolves around The Sun"

National Representatives:
Cresmer & Woodward—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit

Circulation Figures: ABC Publisher's Statement 9/30/60

Kefauver List of Subpoenas Rocks Drug Ad World

(Continued from Page 1)

number of companies in the pharmaceutical field.

The Frohlich and McAdams agencies were directed to supply the committee with all records covering the promotion of the following prescription products:

Frohlich—Parke, Davis & Co.'s Chloromycetin, Norlutin and Midicel; Schering Corp.'s Sigmagen and Trilafon; Lakeside Laboratories' Imferon and Catron; Geigy Pharmaceuticals' Preludin, Butazolodin and Tandearil.

McAdams—Upjohn Co.'s Medrol and Panalba; Roche Laboratories' Librium, Marplan and Marsilid; J. B. Roerig's TAO and Cartrax; Ciba's Ritalin and Singoserp.

■ Pharmaceutical admen, studying this group of products, concluded that the committee is seeking evidence for alleged "indiscriminate" promotion of drugs which have toxicity in certain circumstances. It was noted that three of these products—Marsilid, Imferon and Catron—have been withdrawn from the market because of such objections. Another drug, Chloromycetin, has also had a troubled marketing history, although it is one of the most widely prescribed antibiotics.

Paul Micali, ad director of Schering, told ADVERTISING AGE he had no idea why the committee was interested in Sigmagen. "Why, it's not even a product of consequence," he said.

■ A second area of interest for the committee revolves around articles appearing in consumer magazines. Subpoenas issued by the committee direct companies to produce records of their dealings with the press; the *Reader's Digest* is cited specifically. It was thought that this line of inquiry results from criticisms which have been voiced that drug companies seek to place stories in magazines on new product discoveries, and that this leads to patients pressuring doctors to prescribe these new drugs.

■ The third area of interest involves a number of companies closely associated with either the McAdams agency or Dr. Arthur M. Sackler. Dr. Sackler is board chairman of McAdams and is acknowledged as the pioneer in the development of advertising to physicians.

Dr. Sackler was subpoenaed individually, as were his two brothers, Drs. Raymond and Mortimer Sackler. All three Sackler brothers are psychiatrists.

The Sackler family is known to play a leading role in five drug companies which also were subpoenaed: Purdue Frederick Co.; G. F. Harvey Co.; Blair Labs; Bard Pharmaceuticals and Nordon Pharmaceutical Labs. The largest of these companies is Purdue Frederick, marketer of Senokot, a widely prescribed laxative.

Pharmaceutical Advertising Associates, which functions as a house agency of Purdue Frederick, also received a subpoena, as did Siegel & Goldburt, New York, the accountant for both the McAdams and Frohlich agencies.

■ A sixth drug company on the subpoena list was Chemway Corp., a company whose stock is traded on the New York Stock Exchange. Chemway apparently rated this attention because in 1958 it exchanged a block of its stock for L-glutavite, a bio-chemical brain stimulant developed by another Sackler enterprise, Gray Pharmaceutical Co.

Subpoenas also went to eight informational affiliates of the McAdams agency, several of them no longer active. For example, a subpoena was issued for "Scope," a weekly newspaper that had been produced for Upjohn by Physicians News Service Inc., editorial unit of McAdams. "Scope" was discontinued last November. A subpoena also was issued for "Image," a quarterly publication produced for Roche Laboratories.

■ Another publication subpoenaed was *Medical Tribune*, a weekly newspaper started last year by American Research & Development Corp., Boston investment house. *Medical Tribune* is owned by American Research, but it is produced by the McAdams editorial unit, Physicians News Service.

An old target of the committee, MD Publications Inc., New York, also was on the subpoena list. This company is the publisher of *MD*, monthly magazine for physicians, and it figured prominently in the ouster of Dr. Henry Welch as director of the antibiotics division of the Food & Drug Administration.

One company on the subpoena list—Medical & Pharmaceutical Information Bureau, New York pr company—went to great pains this week to point out that it had absolutely no connection with either the McAdams agency or Dr. Arthur Sackler.

■ John Weilburg, president of Science Public Relations Inc., parent company of the information bureau issued a statement asserting:

"Medical & Pharmaceutical Information Bureau was purchased in August, 1956, from its then sole owner, R. L. Sigerson, by John Weilburg Inc. There is not now, nor has there been any "interlocking" or any other kind of relationship between John Weilburg Inc., Medical & Pharmaceutical Information Bureau or Science Public Relations Inc. and William Douglas McAdams Inc. or Dr. Arthur M. Sackler or his brothers, or any other agency serving the pharmaceutical industry." #

Exempts Controlled Circulation Books From Foreign Hike

WASHINGTON, June 7—The Post Office Department has decided to excuse controlled circulation business publications from the increase in international mail rates which go into effect July 1.

Under the rate increases ordered by Postmaster General J. Edward Day, the rate on surface mail to foreign countries other than Canada increases from 8¢ to 11¢, and the rate for printed matter from 4¢ for the first two ounces and 2¢ for each additional two ounces to 5¢ for the first two ounces and 3¢ for each additional two ounces (AA, April 24).

■ The Postmaster General retained existing rates for publications mailed at second class rates. In a notice to postmasters this week, he also specified that controlled circulation business publications are to continue to enjoy the present rate of 4¢ for the first two ounces and 2¢ for each additional two ounces.

Also effective July are new rates to Canada, including a substantial increase in the rate on newspapers and magazines passing as second class matter and decreases on most other classes of mail (AA, March 27).

National Business Publications confirmed that the association had met with postal executives to object to the proposal increasing the international rate on controlled circulation business publications. #

AFFILIATES—*McCarty Co., Los Angeles, has announced that it has completed an arrangement with Daiko Advertising Agency, Osaka, Japan, under which services of the two agencies will be exchanged in their respective countries. Signing contracts here are Kozaburo Odanaka (left), head of Daiko, and H. E. Cassidy, president of the California agency.*

Cott Shifts Back to TV for Cherry Cola's Bow in East

NEW HAVEN, CONN., June 7—Cott Beverage Corp. has launched a "heavy, six-figure" tv spot campaign to introduce its new bottled Cherry Cola in the East. At the same time, a hefty segment of the budget is being devoted to a summer campaign for mixers and True Fruit beverages.

The campaign, kicked off May 28 and getting into full stride last Monday with similar spots on several channels, marks a major switch in Cott's ad strategy.

After being out of tv since the end of the '40s, and using mainly newspapers since then, Cott accepted recommendations of its new agency, Riedl & Freede, New York, to get into tv in a big way this summer.

■ The agency got the account last January from Cohen & Aleshire. It handles the parent company's advertising where it has direct distribution, which is mainly in the East, with most emphasis in the New York-Connecticut area.

Basically, Cott was sold on the following factors:

1. Past advertising had been primarily price promotions, which some dealers don't look on as advertising.

2. The beverage business peaks in the summer, but Cott's previous advertising was not peaking when sales were.

3. Surveys indicated that many people feel that price promotions are only required if the product is not too good itself.

■ Riedl & Freede's presentation worked out three possible campaigns with a standard sample budget in three media—radio, tv and newspapers. Five points were involved: Reach, frequency, prestige value, the capacity to present the product in an appealing way and the recognition that teen agers are of "some influence" in soft drink purchases.

Tv got the vote, with tv's bonus audience of teen agers helping to swing the decision.

■ This is how the spot package shapes up:

ABC-TV is the base, getting a hefty percentage of the budget. The 12-to-13-week schedule calls for 21 spots per week, mostly 60 and 20 seconds, with some 10 seconds. Spots began June 5.

CBS-TV, beginning June 5, has a similar 12-to-13-week schedule with emphasis on 10-second spots.

WNEW-TV, has a six-week schedule calling for 60 and 20-second spots which began May 29.

In addition, WNHC-TV, New Haven, started a 19-spot-per-week schedule of 10, 20 and 60-second commercials May 28.

For the Hartford, Conn., market, WHNB-TV is carrying 16 spots per week (10s and 60s) in prime or fringe time.

In Springfield, Mass., WWLP-TV began a 10-spots-per-week schedule of 60s, 20s and 10s last May 28.

Another three stations in the East have also been lined up.

■ The campaign will use three commercials of each length, with one devoted to each of the three categories—Cherry Cola, mixers and True Fruit flavors. Ordinarily, Cott advertises that it has 17 flavors, though the true number is about 30. For example, its mint ginger ale goes over big in the Pittsburgh area, but nowhere else.

For this campaign, Daniel A. Whitney, vp at Riedl & Freede, said Cott had hit on "sophisticated realism" to distinguish it from the big guns in the business with far more to spend.

The pattern for all three is the same. No faces appear on the commercials—a break from the usual beverage approach. "We have used just legs and feet to try to make the product exciting. We emphasize the action and motion of people," he said.

Background to each is music 'round the "It's Cott to Be Good" theme, with the instrumentation provided by chromatic drums.

■ For the mixers, mainly an adult drink, cuts and music are blended in a dancing scene with a cha cha beat. For the True Fruit flavors, mainly a children's drink, music is a modern pop beat. For the Cherry Cola, a teen age product, the beat is distinctly rock 'n roll.

Cott claims it was the first to put Cherry Cola in bottles, although the cola had been distributed some time ago in cans on the West Coast. It has just achieved distribution in the East, and a kick-off 600-line trade ad on June 5 said initial orders were limited to three cases of quarts and three cases of 12-oz. cans.

All the heat will be on the cola from June 5 through July 5, after which the commercials will rotate through the first week of September.

Until the start of the tv blast, Cott used newspapers, primarily for flexibility. It will continue to use the medium, but only for Cherry Cola during summer. The summer newspaper promotion will be a one-time shot June 29 and 30 in 34 newspapers. #

Lipton Sets 10 TV Specials to Promote Iced Tea

NEW YORK, June 8—Thomas J. Lipton Inc. is looking forward to a "brisk" tea summer sales season.

To help the season come up to the company's sales expectations, Lipton has scheduled ten tv specials for warm weather months.

The series begins tonight with a repeat of the "CBS Reports" telecast, "A Real Case of Murder." This will be followed by two new presentations on NBC—the annual *TV Guide* awards show on June 13 and "JFK Report No. 9" on June 20. An NBC special, "The Great War," will be rerun on July 4.

Besides tonight's show on CBS, there will be reruns of six other "CBS Reports" programs. Lipton is co-sponsor of the CBS shows and full sponsor of the NBC specials. Sullivan, Stauffer, Colwell & Bayles is the agency. The specials will supplement the alternate week schedule on "Wayne & Schuster," Jack Benny's vacation replacement.

■ The commercials, designed to show what iced tea can do on a hot day, will feature George Fenneman, who passed out Lipton tea before the cameras in the Lipton hospitality suite last year at the political conventions. #

'Denver Post' Issues Supplement; Co-op Set by Weeklies

DENVER, June 6—Newspaper competition in Denver reached into the foothills when (1) the *Denver Post* launched a supplement to its regular home edition, offering in the section, lower ad rates and news of suburban areas, and (2) six suburban weeklies formed a corporation to build a joint printing plant.

While the *Rocky Mountain News*, Denver's other daily, has made no comment on the *Post's* venture, the weeklies, which feel that the *Post* supplement is aimed at them, have published a barrage of adverse editorials.

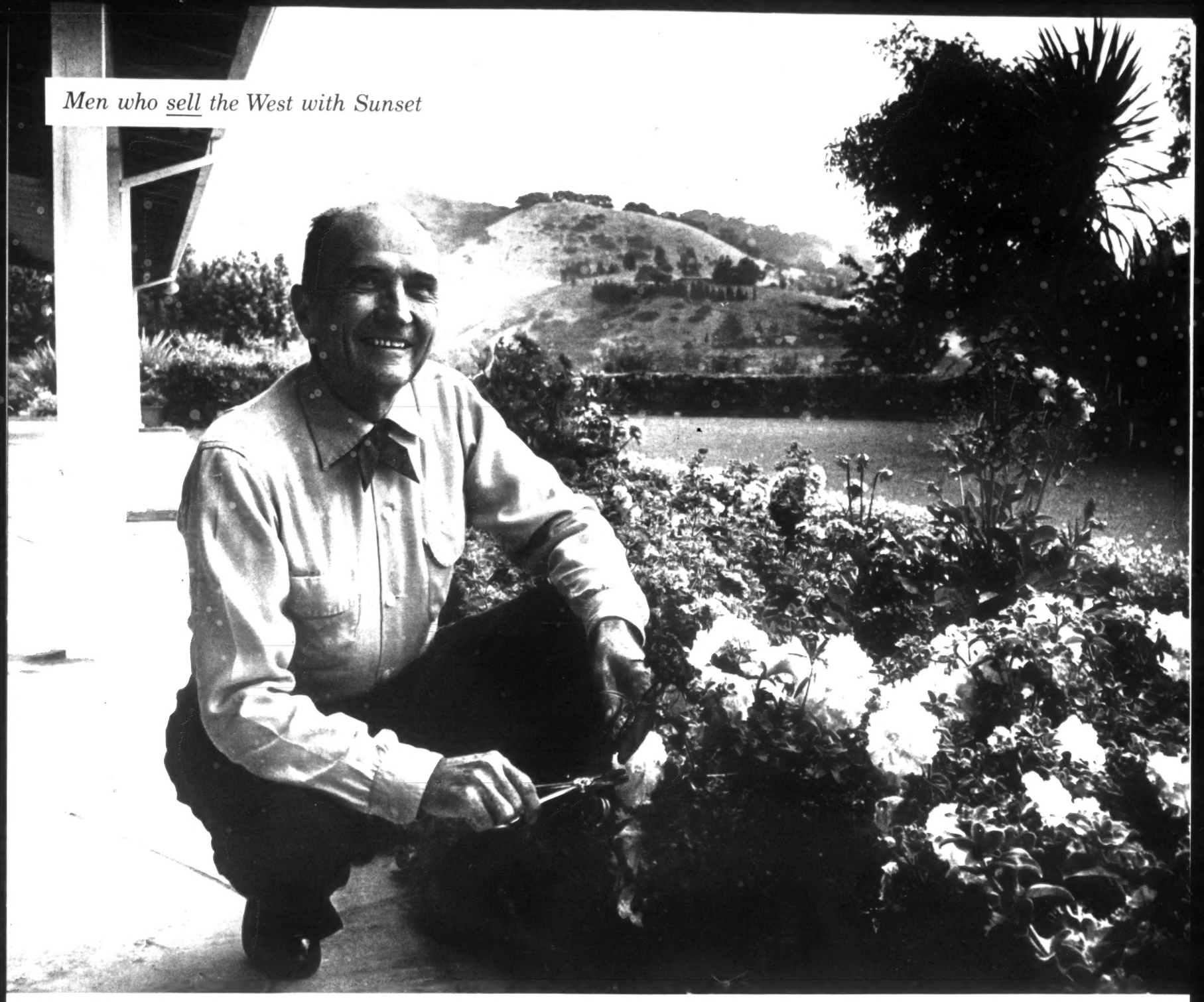
The six weeklies, with a combined circulation of 35,000, have joined Suburban Press, a corporation that will print their newspapers. Each publisher's newspaper will continue to use its own composing room; the forms or mats will be taken to the projected plant for production. Two of the weeklies, now full size, will switch to a tabloid format to use the three-color press, already acquired.

Bill Kostka, of William Kostka & Associates, Denver, is co-owner of two of the newspapers, the *Golden Transcript* and the *Broomfield Star Builder*. #

A KITCHEN-FULL OF APPLIANCES
at the grand opening
of the new
Hotpoint
display and kitchen
planning center
Entry blanks available at any of these Hotpoint dealers. But hurry contest ends June 16, 196

KITCHEN PRIZE—*Hotpoint Co. will open "the world's largest kitchen planning and display center" in Chicago June 12 and newspaper ads will offer a grand opening prize to the public. Hotpoint has opened similar centers in Pittsburgh and New York. Compton Advertising is the agency.*

Men who sell the West with Sunset



Ortho Garden Products' Howard Grady says...

"WE USED OTHER MEDIA, TOO, BUT SUNSET OUTPULLED THEM ALL"

Howard Grady knows how to make things grow – flowers, farm crops, and his company's sales. He is president of California Chemical Company, whose Ortho Division is the world's largest producer of garden chemicals. Ortho has been a Sunset advertiser since 1930.

The Ortho 2-page spread in April Sunset was a typical success story. It carried a listing of Ortho dealers, *localized* in Sunset's three zone editions, plus a tear-out coupon worth 39¢ toward the purchase of Ortho Liquid Rose Food. "Response was tremendous," says Mr. Grady. "Dealers all over the West reported selling out. We used other media, too, but Sunset outpulled them all."

Men who sell the West know that Sunset is the surest, fastest way to get action in the Western market. Sunset's 2,000,000 adult readers in the West and Hawaii are the best customers in the region. "Sunset readers," says Mr. Grady, "are the heavy-user group, the people others turn to for advice. Virtually all of them have gardens."

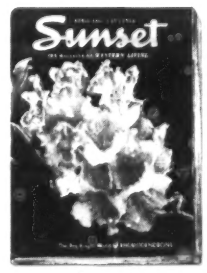
Sunset publishes more garden editorial pages for the West than any other magazine, and localizes its information with three separate zone editions.

"We're impressed with Sunset's thoroughness of reporting," says Mr. Grady. "It's accurate, complete. This kind of believability in the articles means, to the reader, that Sunset advertisers can be believed, too."

Sunset readers respond to Sunset – and its advertisers – because Sunset talks to them *person-to-person*, one Westerner to another. About gardens, travel, foods and homes. All the best ideas in Western Living. Every article, every ad, are seen again and again by Sunset readers.

When Sunset comes out, 2,000,000 pace-setting Westerners take action. When *you* advertise in Sunset, that action is in your direction. Take the word of Howard Grady. "In the West," he says, "we get greater benefit from Sunset than any other publication."

"The coupon pops right out," says Advertising Manager Louis Czufin, explaining Ortho Sunset promotion to President Howard Grady.



THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Agencies Unruffled by Wilmington Direct Buy Plan; Applaud Single Rate

(Continued from Page 1)

plained.

Two exceptions were James McCaffrey, of Ogilvy, Benson & Mather, who told an ANA meeting that the Wilmington change was "electrifying" *(see story on this page)*, and Newman McEvoy, of Cunningham & Walsh, who thought the wide spread of the new rate structure was most desirable. But where Mr. McCaffrey was prepared for change in agency compensation, Mr. McEvoy thought any change in the compensation system might damage the quality of newspaper advertising.

Here are some of the reactions:

■ Mark F. Byrne, vp and media director of William Esty Co., said his agency was "happy" to see the establishment of the single-rate plan, and he predicted that the Wilmington move "will be followed rapidly by a lot of other newspapers."

Mr. Byrne compared the situation to the buying of a newspaper on newsstands. "After all," he said, "if I visit Wilmington, I would expect to pay 7¢ for a paper, just like a local resident."

The Esty media director felt that the single-rate move was "far more significant" than the other feature of the plan, allowing advertisers to buy at the same rate as agencies. He said that he did not think that this practice would have much effect on Esty operations.

■ W. B. (Pete) Matthews, vp of Young & Rubicam, said briefly, "The stabilization of rates in newspapers by which an advertiser can get the most satisfactory approach to an individual market is of the highest importance. We hope that in any stabilization the importance of the national representative and the interest of the national agency would be protected."

■ Gordon Vanderwarker, space supervisor at Donahue & Coe, said he was aware of the changes "but I haven't had a chance to study it carefully enough to form an opinion."

■ Fairfax Cone, chairman of the executive committee of Foote, Cone & Belding, Chicago, said he felt the Wilmington move would result in no changes in agency compensation. "In England," he pointed out, "newspapers have a single rate, and agencies there still use the commission system."

Edward Stern, vp and media director of Foote, Cone, commented that "any action which moves closer to a single rate policy is a good thing." He also felt the Wilmington move would not alter the commission system, since agencies "would merely add their commission" to the net rate.

■ Compton Advertising said it was studying the situation to see how it might affect the agency and its clients, but there were no decisions at this time strong enough to be considered agency policy.

■ "Our hats are off to Wilmington for eliminating the rate gap," said a source at J. Walter Thompson Co. "It's a great start and we're all in favor of it."

Until the *News* and *Journal* decided to scrap the linage differential, said the source, the Thompson agency had noted that the retail-national gap among other newspapers "actually was widening in recent years."

Another Thompson man declared: "Also, we know there have been 'closed-door' contracts between some papers and their big local advertisers. No one knows just how much, but we've heard it went past published rates. So—the so-called rate gap, in some cases, actually has been greater."

Regarding the direct-buy aspect inherent in the *News* and *Journal* offering, a Thompson source said: "I can't imagine a client doing a thing like that. For example, let's take a company with $1,000,000 billing. I doubt if it would go direct, because (1) it comes to the agency to find out how to invest its budget, and (2) an agency is totally aware of the client's appropriation.

"From an ethical standpoint, direct buys are wrong. Of course, they may excite agencies or advertisers to favor fee arrangements—it's possible that there might be a trend here, if the Wilmington system became widespread," he observed.

■ A Benton & Bowles source said he was not aware of the Wilmington plan, but when its details were outlined to him he commented: "We've always been against a two-rate system. A lot of 'local' advertising isn't really that local, and we realize this even though Benton & Bowles doesn't use newspapers as much as some other agencies.

"We disagree, nevertheless, with direct buying. It would only result in time-consuming negotiations between agency and client on what fee, if any, we should get.

"An advertiser might be influenced to ask, more frequently, 'How much are you making, and why?' The question of 15% might get sidetracked, to the point where you'd be figuring a fee on just how much each campaign part contributed to the whole," he added. "We'd be inclined to believe that it would be the smaller advertiser—the guy who's tighter with a buck and who demands less service—who would be interested in buying direct. But in the meantime, we think the present agency commission system is right; that is, until someone comes up with a better and more uniform way," he said.

■ The space buyer in an over-$50,000,000 agency felt that the Wilmington papers still retain the conventional agency commission rate with the 42¢ rate, but said the significant move is in the leveling of the national and local rate removing the "imposition on national advertisers which has been in effect for quite a while" resulting in "quite a tax" on national advertisers.

One agency media chief expressed doubt that the Wilmington rate card would be taken up on a widespread basis. Commenting on the part of the card which allows direct placing of ads by advertisers, he said, "I surmise most advertisers will find this a clumsy way to operate." He pointed out that without a commission, advertisers might get less than an honest media recommendation.

■ As for the standardization of national and local rates, he indicated this would be "a great service" if all newspapers would adopt a single card and "stick to it," but he maintained that the dual rate system is "too ingrained" in newspapers for any change.

In a two-paper market, he said, if one newspaper adopted the uniform rates and the other didn't, department stores would "crucify" the innovator. He contended that the newspapers with uniform rates wouldn't pick up enough national advertising to offset the loss of retail advertising.

FREBERG RIDER—*Stan Freberg, radio-tv commercial producer, gazes smugly from his seat of victory as Jeno F. Paulucci, president of Chun King Corp., Duluth, tugs the rickshaw rider. The Chinese food company executive lost a bet to Mr. Freberg that the series of commercials produced by the latter would boost sales 10%. Sales soared 25%. Batten, Barton, Durstine & Osborn is the agency.*

He conceded that a uniform rate might give newspapers a greater share of the dollar of advertisers already committed to newspapers, but he didn't think it would convince advertisers to switch from radio or tv into newspapers.

■ One media director declared: "If they're trying to put ad agencies out of business, they might as well forget it." He said a direct advertising approach "very seldom" offers any advantages and often is more costly.

He termed the uniform rates "a healthy thing," but he added that he was of the opinion that "the local guy" should be favored with lower rates because he pays taxes, is more civic minded and takes pride in his local newspapers.

■ The American Assn. of Advertising Agencies said: "The circumstances surrounding the Wilmington plan represent a very unusual, peculiar, and isolated case.

"I doubt seriously whether it will cause a trend," the Four A's man speculated.

Fred W. Pitzer, vp of Jann & Kelley, who takes office July 1 as president of the American Assn. of Newspaper Representatives, told ADVERTISING AGE: "A newspaper rate structure that minimizes or eliminates the local-national rate differential is a progressive industry move, for four reasons:

"1. It is good for the advertiser because he can run his advertising through local or national channels to serve his particular needs without worrying that his competition is securing a lower rate for the same volume or frequency of space.

"2. It serves the agency in that it is confident that the net rate it gets is as low as the client can secure through any channel.

"3. It benefits the newspaper because it converts unspent co-op advertising allowances into newspaper advertising space.

"4. It helps the newspaper salesman because he has an additional sales tool to sell the cost efficiency of national newspaper advertising."

■ Commenting on Wilmington's direct-buy angle, Mr. Pitzer opined: "The ad business is not set for this kind of activity right now. Someone has to prepare and develop ad programs, and agencies are well equipped to do them.

"Fee systems: I do not believe the Wilmington plan will encourage their use; there are some already in existence, as you are aware. The important thing is that any increased remuneration to agencies—whether it takes a fee form or not—will be based on need, and not grow out of a single plan," Mr. Pitzer said.

■ At Leo Burnett Co., an official who asked that his name be withheld advanced the notion that a direct buy of space by an advertiser "makes advertising a commodity," like apples or clothing. "It foregoes all consideration of the primary function of an advertising agency—the creative aspects of turning out ads. Here at Burnett, we don't feel that we're really working for an account until the ads are written and approved—and this net rate deal ignores all this and is therefore a backward step."

Describing the Wilmington move as "a step in the right direction," MacManus, John & Adams, Bloomfield Hills, Mich., said "the next step will be a set rate for national and local, with some frequency or bulk discounts on top of that." The agency added: "We hope other major papers will adopt the plan, but there will have to be some adjustment, because commissions and markups could become a major problem for the agencies."

■ Newman McEvoy, senior vp and media director of Cunningham & Walsh, was ecstatic over the Wilmington rate change. He declared: "I'd like to express myself in superlatives. This transcends in importance any of the discussions we've been hearing on one or another of the rate discount plans."

He said "the Wilmington boys" have gone far beyond this sort of rate "gobbledygook" and have come up with a rate card that will make the whole newspaper advertising picture more of a service to readers.

He said the publisher, the national advertiser, the local advertiser, as well as the reader, will benefit if the Wilmington rate card is adopted by all newspapers. Local advertisers will be "bolstered by the one-two impact" of more effective national advertising. "Any one brand will get the benefits of this combination punch," he said.

■ Mr. McEvoy termed the Wilmington system one of "fairness," since "the publisher makes a complete disclosure to the national advertiser, just as he does to the Main St. merchant."

The C&W media director said he appreciates the fact that the Wilmington newspapers acknowledge that agency people are "craftsmen worthy of hire" and that they take this into account in supplying advertisers with a commissionable rate card.

He asked the newspapers' cooperation in continuing the commission system as an incentive to "produce professional advertising." Without the professional service of an agency, he said, "I fear the impact on the caliber of advertising in newspapers."

■ Carl Georgi Jr., vp and media director of Campbell-Ewald, Detroit, told AA: "This is something we've been trying to do for a long time—the difference between local and national rates in the past has been ridiculous. We felt we were being discriminated against. The argument in the past always has been that the local merchant could not use the outstate circulation, but the truth is that the department stores make good use of this circulation.

"We are very much in accord with the Wilmington plan, and we hope other papers will pick it up, although so far there is no indication that the *News* and *Journal* are trying to sell the idea." ≡

Ogilvy's McCaffrey Calls Wilmington Setup 'Electrifying'

RYE, N.Y., June 8—A senior vp of the agency that helped Shell Oil Co. launch its massive all-newspaper push under a fee system today tacked his approval on the single-rate plan of the *News* and *Journal*, Wilmington, Del.

James J. McCaffrey, of Ogilvy, Benson & Mather, made his remarks before a workshop on planning and controlling profitable advertising, staged here by the Assn. of National Advertisers.

Terming the Wilmington plan "rather electrifying news," Mr. McCaffrey said the Wilmington issue was "of great interest.

"For years the advertiser and the agency have bellyached about the national-local rate differential. Why, we have asked, does the retailer get the break? The real answer, of course, has been that the business just grew that way.

■ "Now a publisher has seen fit to turn this around and put us on an equal basis. I, for one, like it very much, despite predictions of gloom from some agency quarters.

"It promises to cause the re-evaluation of a great many cooperative advertising plans—and I like that. It at least indicates that something is stirring in the direction of stopping the ridiculous practice of the national advertiser paying first-class fare and riding steerage—and I like that," Mr. McCaffrey said.

"And if a widespread adoption of this thesis comes to pass—as I hope it will—and if this forces a broad re-evaluation of the present agency system, I'll like that, too."

■ Turning to another area, Mr. McCaffrey said that "another tool which the agency's media operation can use in getting 100¢ of the dollar for the advertiser is by verification that advertising was properly exposed to your market—just as you ordered it.

"The problem in print has never been a great one. The agencies, together with the Advertising Checking Bureau, have always been able to verify to your satisfaction that you got what you paid for. And if you didn't, steps were taken to correct the matter.

"The broadcast industry," said Mr. McCaffrey, "has been a horse of a different color. And yet here, too, progress is being made," he added, then singled out the agreement between Young & Rubicam and Broadcast Advertisers Reports for a new system of verifying the proper handling of copy (AA, June 5).

"While not totally foolproof, the Y&R method promises to eliminate a great many of the vicissitudes and much of the actual cheating in the handling of local tv spots. It's undoubtedly a costly operation, and many of us will wait and see whether it works before taking the plunge ourselves." #

COPYRIGHT FAWCETT PUBLICATIONS, INC., 1961

Woman's Day is the fastest growing magazine in the woman's service field

Circulation Growth June '58—December '60

WOMAN'S DAY	**2,345,270**
McCALL'S	1,210,312
LADIES' HOME JOURNAL	855,016
GOOD HOUSEKEEPING	593,273

MORAL: Publish a useful, realistically edited woman's magazine, and more and more women will take the trouble to go out to buy it.

Woman's Day

Now...Authoritative proof

American Weekly reaches further

Facts from the Nielsen Media Service:

The American Weekly is read in more adult homes per copy than any syndicated Sunday supplement checked!

The American Weekly's reach is 21.6% greater than its circulation

adult homes per 100 copies*

American Weekly	*122*
Supplement B	*106*
Supplement C	*107*

The Nielsen Study of magazines and Sunday supplements, recently released, has electrified the entire advertising profession. These findings clearly show that all Sunday supplements are *not* alike, indeed that there *is* a vast difference in advertising value. This indicates a difference in product, in editorial vision and vitality...a difference in responsiveness and in extension of influence.

**Based on ABC circulations in effect at time study was made. Source: Nielsen Media Service—July-December, 1960.*

The American Weekly

...lives longer!

Facts from an analysis of one million reader responses:

The American Weekly's active life extends weeks and months after date of issue!

35% to 50% of the one million American Weekly reader responses came in two weeks to three months after issue date

As additional evidence supporting the Nielsen findings, analysis of one million of the more than 1½ million reader responses to American Weekly articles during the past 16 months has been made. This analysis reveals a quality of The American Weekly not generally credited to Sunday magazines—*length of active life!*

One million is a substantial number to base a finding on. The subjects varied, including contest entries, ballots for holiday changes, diet inquiries and dollar bills for President Kennedy's portrait. The pattern of long pull was constant. The variance was in degree only.

For more complete information on the Nielsen Media Service Report and the One Million Reader Response Analysis, call your American Weekly representative.

THE AMERICAN WEEKLY · 65TH YEAR 1896-1961 · BEST READ SUNDAY MAGAZINE ·

BEST READ SUNDAY MAGAZINE ...*and the most resultful*

The Editorial Viewpoint . . .

The Wilmington Case

The most surprising reaction to the action taken by the Wilmington newspapers in eliminating the rate differential between retail and national, and in agreeing to accept copy from national advertisers at the net non-commissionable rate, is the lack of reaction.

In the normal course of events, advertisers might be expected to cheer the decision, because they have wanted equalization of rates, and the right to buy direct at net rates, for a long time. And, on the whole, advertisers did express favorable opinions of the action.

But we would have expected agencies in particular, and perhaps other media owners, to react most violently to this serious breach in the commission dike. Thus far they have not done so, and their failure to react indicates the surprisingly widespread privately held belief of agencies that the days of the commission system are numbered. Most agency men have not wanted to be quoted. In private conversations, the reaction has almost universally been mild—a shrug of the shoulders, a guess that the action marks another nail in the coffin of the commission system, and even an occasional indication that agencies will welcome the "more prpfessional" notion of fees replacing commissions.

It is natural that agencies should look with favor on the emergence of a fee system for the creation and placing of advertising, if once they are assured that nothing in the system will jeopardize their own place in the advertising structure. But up to now, the assumption has been that the granting of net rates, so that advertisers could buy direct without having to pay an agency commission, would seriously weaken the over-all position of advertising agencies.

On the basis of original reactions to the Wilmington move, it is extremely interesting to note that position has changed. Neither advertisers nor agencies now seem to feel that net rates—allowing the by-passing of agencies by those who desire to do so—will make any great difference in the structure of the business. In a sense, this is a rather unusual indication that advertising agencies have now firmly established their essential functions, without regard to the manner in which they are paid.

One might almost say that advertising agencies have finally emerged from the brokerage state. Every sensible advertiser now recognizes that they perform essential services, that these services cost money no matter who does them, and that the independent agency normally does them better and more cheaply, in the long run, than those agency operations tied to a single advertiser. No smart advertiser uses agency service because "it doesn't cost anything."

So net rates, with agencies working on fees, might very well cause less displacement in the advertising business than many people have heretofore supposed. But it could be a serious mistake to make such an important change in the traditional structure of the advertising business without the most careful consideration and discussion.

National advertisers almost universally favor elimination of rate differentials between local and national copy, and so do a good many media people. The differential is annoying, it is complex, it is increasingly difficult to administer equitably, and it diverts an unconscionable amount of national advertising into co-op channels, where all too frequently the funds end up as price concessions to dealers rather than as advertising.

One way to reduce or eliminate the differential is to follow the Wilmington course—that is, to eliminate the agency commission on national business. But an equally effective way would be to raise the local rate by making local advertising, as well as national advertising, subject to agency commission.

It would be relatively simple to take care of the giant retailers in any market who provide an agency service on their own copy, by making their "agency" operations commissionable. But beyond this, making local advertising subject to agency commissions would bring agencies more effectively into the local advertising picture in all media—and might result in substantial benefits to all advertising by sharply raising the effectiveness of the advertising of smaller retailers.

Before we change the whole advertising structure by setting net rates for national advertisers, it would surely be worth while to explore the opposite course—of making all advertising, local and national, equally commissionable to agencies.

An Approach to the Public

Harry McMahan, Advertising Age columnist, advanced an unusual suggestion for telling advertising's story to women's clubs, civic groups, etc., before the Advertising Federation meeting last week.

What he suggests is that a presentation of how our economy works, and how advertising affects our economic and social well being, be put together. To illustrate this basic story of advertising's functions, he would use eight or ten well-known commercials as the visual part of his text. But his script would tell the story of all advertising and all advertising media.

He'd like to see four national advertising groups get together to support it. So would we. And that's one reason we'd like to see an over-all strategy board in the business, to which proposals like this might be taken, and passed along to individual associations.

Gladys the beautiful receptionist

Robert C. Bailey, Southard Co., Columbus, O.

"When that account left, we consolidated our copy, art and production departments and he's done a great job."

What They're Saying . . .

Creativity at the Top

The creative management man is never short of self-confidence. Once committed to an idea, he will go to the limit, because he trusts his own judgment. The creative management man is a great seeker after facts. The creative management man attracts creative people the way honey attracts flies. I have noticed that a truly creative man will work happily for an unreasonable and eccentric creative tyrant, and be miserably unhappy while working for an amiable and and no-talent stuffed shirt.

What can we who serve industry do to encourage creativity in management? There are innumerable able men in management who because of their training or background or lack of opportunity have never really tried to think in new terms—have never exercised what creative talents they may have unknowingly possessed. This provides us who work with management people an important opportunity. Because we see creativity at work in various businesses, we are in a position to encourage and help develop talent, ideas and creativity. However, I must warn you in such cases—be sure the guy you are helping thinks that most of the ideas that develop are "his" ideas. You may otherwise incur his undying enmity . . .

Creative management is an indispensable ingredient for business and economic improvement, and we should not overlook one area which above all others is in need of the ultimate in creative management—ourselves.

From a talk by Walter Guild, president of Guild, Bascom & Bonfigli, to the Los Angeles chapter of the American Marketing Assn.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Jacqueline Kennedy's reported interest in Parisian fashions may have been merely a delicate tribute to her host in la belle France, Gen. Charles de Gaulle.

•

Daniel J. Murphy of the FTC says agencies must share the blame with advertisers for violations of the rules and regulations.

Quite a few agency men have already found this out the hard way.

•

There seems to be little doubt as to which is our national sport, now that so many leading golf pros are using and teaching the baseball grip.

•

Harriet Van Horne is quoted by the *Post* as saying that television makes her tired.

But she continues to spend most of her waking hours looking at tv and writing about it.

•

Fulton, Morrissey, which originated a "blue sky" plan for stimulating creative thinking, insists that this is not to be confused with brainstorming.

Who rang the bell on that uninhibited community funfest, anyway?

•

Admiral took 2,000 of its dealers to Las Vegas for fun and business, including the signing of $20,000,000 worth of orders.

How do you get dealers who are taking in the shows on the strip to keep their minds on their work?

•

In view of the huge investments airlines are having to make in new equipment these days, it was small wonder United was glad to add Capital to its resources.

•

Ed Murrow's references to the advertising expenditures of "one soap company" in comparison with those of the USIA seemed more than ungracious, in view of the contributions that company made to his salary as an employe of a network.

•

Booth Newspapers Inc. came up with a refreshingly candid headline over one of its promotion ads, "A clear, almost unbiased study of newspaper coverages in Michigan now."

•

Joyce Davidson, who appears on "PM East," is described as "a beautiful Canadian blonde" who is "smarter and sharper than any woman has a right to be."

Or any need to be?

•

Business Week reports turning down a subscription offered by a locomotive engineer, an action that appears to flout manifest destiny, in view of the fact that John Hill, one of the company founders, was himself a locomotive engineer.

•

The Advertising Federation of America chose as its new board chairman the man from Cunningham & Walsh—Jack Cunningham, himself.

Copy Cub.

61 PERCENT

OF DELAWARE VALLEY'S

FURNITURE AND APPLIANCE

SALES ARE MADE

IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban women readers than does any other Philadelphia newspaper.

Sources: Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study available on request.)

2

METROPOLITAN **LUBBOCK SECOND** IN THE NATION IN **RETAIL SALES... $5,770** PER HOUSEHOLD!

40% ABOVE U.S. AVERAGE!...
UNAPPROACHED BY ANY CITY OF COMPARABLE SIZE

The only medium that delivers 68% coverage of the entire 19-county, rich, bustling Lubbock Market!

LUBBOCK AVALANCHE-JOURNAL
Represented Nationally by TEXAS DAILY PRESS LEAGUE, INC.

Civil War Tie-in Ad Guide Published by Committee

The committee on advertising of the Civil War Centennial Commission has issued a booklet, "Aids for Advertisers," to help agencies and advertisers produce Civil War tie-in advertising without pitfalls inherent in historical advertising. Requests for the booklet and questions about advertising connected with centennial events should be addressed to Kermit V. Sloan, Curtis Publishing Co., Independence Sq., Philadelphia 5, the committee's chairman.

Great National Life's Ads Urge Fiscal, as Well as Physical, Fitness Checkups

DALLAS, June 6—The importance of regular checkups, both physical and financial, was the keynote of a special advertising campaign by the Great National Life Insurance Co., Dallas.

Carl C. Weichsel, president, said that few things are more important to the average American than an orderly and well managed program of personal and family finance. "Yet few obligations are neglected as much as this one," he said.

The co-founder of the 33-year-old insurance company observed that it is a sad commentary on the American breadwinner's behavior when, as statistics show, an overwhelming majority of persons dying leave no will—though a simple will costs about the same as a good pair of shoes.

The "Family Affairs Check-Up" theme was used in 12 major Texas markets in May, with a 14" three-column ad in newspapers each week, 150 24-sheet posters, quarter-pages in *Dallas Magazine*, *Insurance Graphic* and *Insurance Record*, and direct mail to physicians, attorneys, bankers and accountants.

ADVICE *This newspaper ad by Great National Life Insurance Co., Dallas, urges readers to get a family affairs checkup.*

■ A four-page folder, enabling the breadwinner to list his assets and liabilities and to keep a continuing record for four years, was distributed free to the public.

Crook Advertising Agency, Dallas, is the agency. ≡

Newspaper Enterprise, Nyburg Offer New Ad Service

Newspaper Enterprise Assn., Cleveland, and Nyburg Advertising, Cleveland, have launched a new service, Plan-Packaged Promotions, for shopping centers. The program offers shopping centers an exclusive, professionally produced year-round series of 12 advertising "shoppers," complete and ready for printing except for actual merchants' ads. Pre-printed tabloid dummies are furnished for all sections.

All mats necessary to print the tabloids are furnished, except for actual merchandise illustrations. Additional information may be obtained from Edward R. Kennedy, Newspaper Enterprise Assn., 1200 W. Third St., Cleveland.

Grey Appoints Two

Melvin A. Singer, an account executive at Grey Advertising Agency, New York, has been elected a vp. Richard Walken, previously with Benton & Bowles, has joined Grey's media department.

THE PRO$PER BOSTONIAN

He reads the morning Herald or the evening Traveler . . . gives these papers their circulation lead in the "Upper 2/3" — the most-buying, most-having cities and towns in the Boston Standard Metropolitan Area. His home sells for 38% more* . . . he buys more for his house and for better living at home. Advertisers know this. That's why the Herald-Traveler leads in Total Display advertising linage by 2,389,419 lines over the Globe, 16,984,679 over the Record-American. For the full Upper 2/3 story, write or call us direct, or contact our representatives.

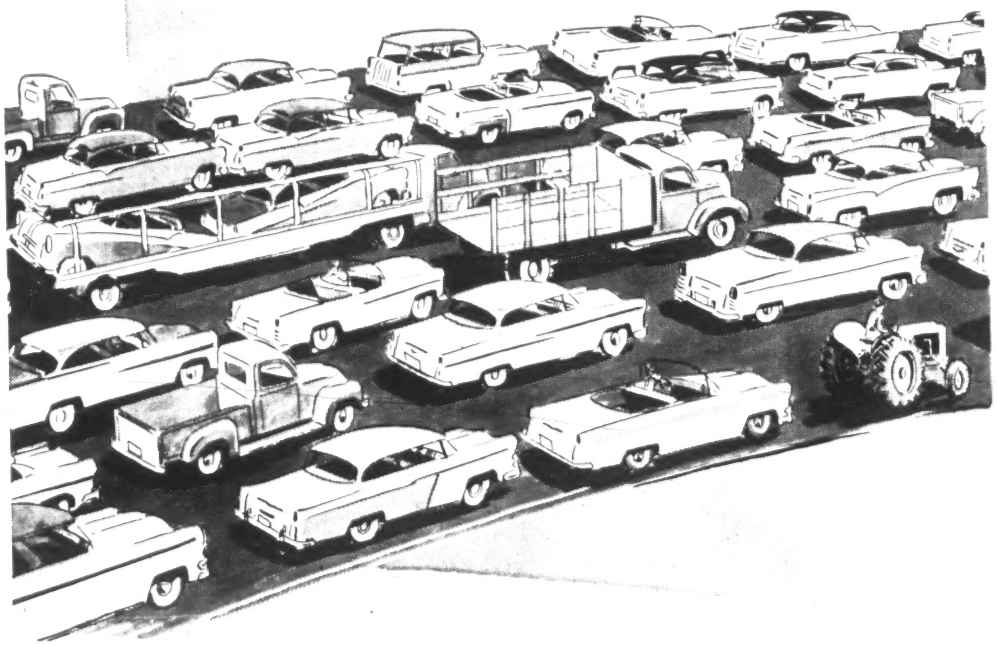
*38% more than Globe cities and towns, 52% more than Record-American cities and towns

MORNING Herald-Traveler EVENING
BOSTON'S HOME-DELIVERED NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker

The Progressive Farmer

Best Route South

for Automotive Manufacturers



MORE THAN 5,785,000 READERS
IN THE 16 SOUTHERN STATES

The rural route South is your direct route to more mileage for your automotive advertising dollar. When you add The Progressive Farmer to your media list, you add 1,411,000 subscribers who own 3,351,000 automobiles, trucks and tractors in a market that is virtually inaccessible through urban magazines.

Unduplicated Auto-Owner Readership

Among automobile owners alone, The Progressive Farmer adds many thousand unduplicated readers at extremely low cost. For example, if your list includes Reader's Digest, Life, Saturday Evening Post, Look, Time and Newsweek—The Progressive Farmer will add more unduplicated automobile owners than a combination of U. S. News, Holiday, New Yorker and Sports Illustrated.*

*Starch tabulations from 1960 Consumer Magazine Report.

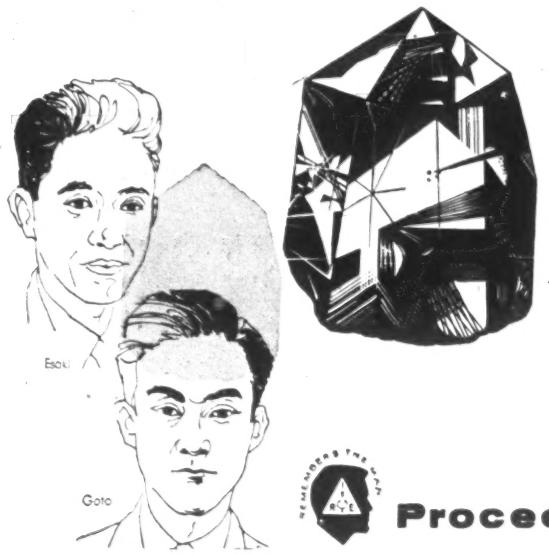
In fact, The Progressive Farmer adds 47% more than the other four magazines combined at less than one-third the cost! Ask The Progressive Farmer to send you data on auto-owner readership of 34 different combinations of magazines...or new-car-buyer readership of 47 different combinations of magazines. You'll quickly discover that your advertising in The Progressive Farmer is your low-cost route to new prospects you have been missing.

Urban magazines do not adequately serve *rural* families in the 16 Southern states. The Progressive Farmer fills this major gap in coverage with concentrated local influence, special interest appeal and dynamic selling power. Whatever you have to sell—your best route South is the rural route through The Progressive Farmer. You reach 1,411,000 subscribers...more than 5,785,000 readers, most of them virtually *exclusive* to The Progressive Farmer.

The South Subscribes to The PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

WHY CRYSTAL GAZE?



Some people look into crystals to tell the future, but one man looked into a crystal and *built* the future. His contribution: the use of crystals in radio.

Today the further use of crystals is revolutionising concepts in radio, hi-fi, and television, and the electric circuits being used in airplanes, computers, missiles. The scientists who study them are called solid-state physicists, and they include hundreds of members of the Institute of Radio Engineers, working in many lands, pooling their skill and knowledge for the betterment of man.

IRE is proud to honor two Japanese scientists for their outstanding contributions. To Leo Esaki, consultant at IBM Research Lab., Poughkeepsie, goes the 1961 *Morris N. Liebmann Award* for important contributions to the theory and technology of solid state devices; to Eiichi Goto, of Tokyo University, the *Browder J. Thompson Award* for a brilliant technical paper on "The Parametron, a Digital Computing Element."

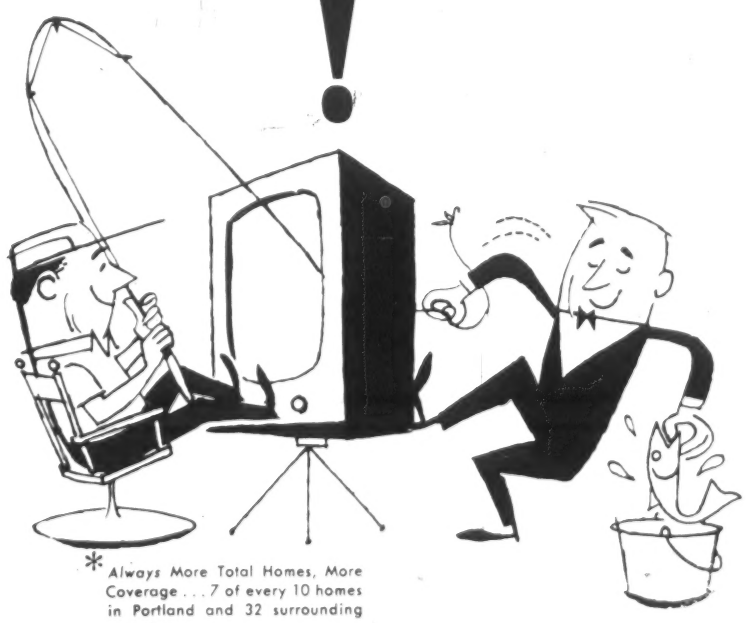
The researches and findings of scientists like Mr. Esaki and Mr. Goto are published each month in *Proceedings of the IRE*, so that they become a part of our national pool of knowledge. Every electronics firm that advertises in *Proceedings* becomes a partner in this great enterprise.

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36. MUrray Hill 2-6606

Fishing for sales? Your chances are good, when you cast your messages out over KOIN-TV . . . the station that catches the widest daily audience in Portland, and 32 surrounding Oregon and Washington counties. KOIN-TV consistently offers the line of programming Northwest people prefer, a strategy that reels in response for you. The latest Nielsen proves the truthfulness of our tale.*

KOIN TV PERSUADES PEOPLE IN PORTLAND!

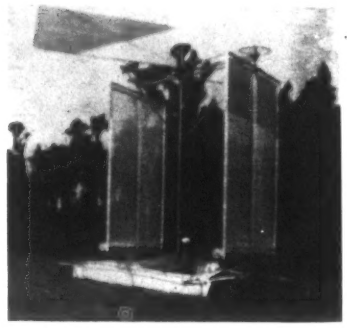


* *Always* More Total Homes, More Coverage . . . 7 of every 10 homes in Portland and 32 surrounding counties.

KOIN-TV — Channel 6, Portland, Oregon
One of America's great influence stations.
Now Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

Getting Personal

Roger W. Bolz, publisher and editorial director of *Automation*, has been tapped for the U.S. Department of Labor's advisory committee on automation and manpower . . . Newest admiral in North Carolina's navy is **Earle J. Gluck,** pr director of WSOC-TV, Charlotte. He was named for his efforts in organizing a statewide drive to save the battleship North Carolina from the scrap heap. Now the ship will serve as a museum at permanent berth in Wilmington . . . **Pete Storer** has donated a Storer Broadcasting Corp. silver cup—four feet tall—to the Radio & Television Executives Society, to be given annually to the best golfer at RTES' fun-day . . . More than 100 ad, publishing and pr people contributed upwards of $150,000 to honor the memory of agency man **Jack Tarcher** for his "devotion to best interests of the industry and welfare of his fellow men." Contributions were made at a United Jewish Appeal dinner at New York's Plaza Hotel . . .



RESEARCHER AT PLAY—*The contraption shown here is an automatic sailboat, being piloted on Keystone Lake near Tampa, Fla., by its inventor and builder, Alfred Politz of Alfred Politz Research, New York. He reports that the boat is "completely automatic." The sails are made of Mylar . . . .*

George Mitchell of the *Chicago Tribune's* eastern ad office, is recuperating from an operation at St. Luke's Hospital, New York . . . **Bill Maher** of AA's New York sales staff is passing out cigars on the birth of his third daughter, Sheila Anne . . . **Jack Kaplan,** director of public affairs at WQXI, Atlanta, is a bridegroom. He's honeymooning in Miami with the former Pearl Capelouto . . . **Pete Scott,** tv sales staffer with Katz Agency in New York, is a first-time pop. The newcomer's name is Charlotte Elizabeth . . .

Brand X, 19' Rhodes sloop, finished in first place May 20 in the season-opening Yacht Racing Assn. competition at Beach Point yacht club, Mamoroneck, N.Y. Brand X was skippered by its owner, adman **Norman D. Waters,** head of Norman D. Waters & Associates, division of Friend-Reiss Advertising, New York . . .

BIDDING ADIEU—*Burt Lowe (right), who officially retired in March as vp of Reinhold Publishing Corp. and publisher of Chemical Engineering Catalog and Chemical Materials Catalog, was feted at a post-retirement luncheon May 19 and given an engraved silver tray in recognition of his 35 years' service. Making the presentation was 82-year-old Board Chairman Ralph Reinhold, who returned to New York from his winter home in Arizona to join in the farewell festivities.*

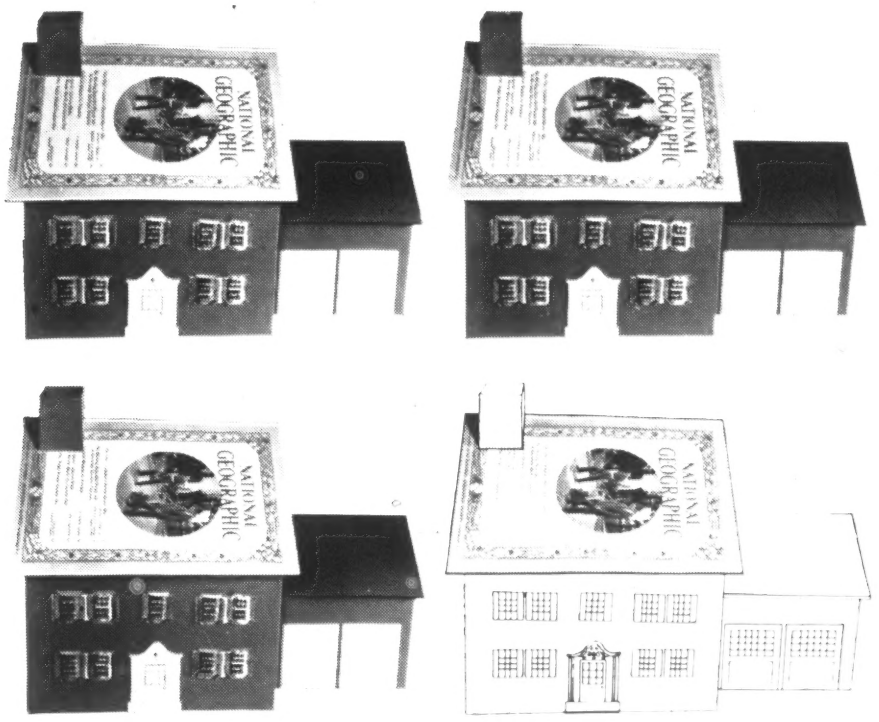
Floyd Stone, copy chief at New York's Robert Louis Johns agency, and **Muriel Stone,** print media supervisor for Kastor, Hilton, Chesley & Clifford, have a second son, Gregory William, born May 23 . . .

Distinguished alums: The Centre College alumni club of Louisville gave its annual distinguished alumnus award to **Lisle Baker Jr.**, vp and general manager of the *Courier-Journal* and Louisville Times Co. **Ray Mithun,** board chairman of Campbell-Mithun, Minneapolis, received the University of Minnesota's outstandng achievement award. And University of Chicago alumnus **C. E. McKittrick,** assistant to the publisher of the *Chicago Tribune*, was cited recently for public service by his alma mater . . .

Arthur C. Nielsen Sr., founder and board chairman of A. C. Nielsen, Chicago, has been appointed Knight of the Order of Dannebrog by the King of Denmark "in appreciation of his contribution to strengthening Scandinavian-American cultural relations." The honor stems from the Rasmus Nielsen scholarships for Scandinavian students which Nielsen established as a memorial to his father, a native of Denmark . . .

A birth announcement in news story form headlined, "Kennedy Approves New Grant," told of the arrival of their first son, Bill, to Mary Lou and **William Grant,** parents of four daughters. Bill Sr. is a vp of William Jenkins Advertising, Philadelphia . . .

3 out of 4 Geographic families



own STOCKS and BONDS

Or (putting it in other numbers) the National Geographic audience now includes nearly **1,700,000 households** within the U. S. and Canada that own various types of stocks and bonds. This is only one among hundreds of facts about Geographic families determined by our latest readership study.*

What's more, about 30% of all Geographic households say they purchased corporate securities in the past 12 months. Over 1 in 5 are participants in some monthly investment plan.

These are high-income people. Their annual earnings average $12,108 — and 41% make $10,000-upwards a year. Here's how they invest part of this money: 1,169,000 own U. S. Savings Bonds; 190,000 hold corporate bonds or debentures; 1,151,000 have common or preferred stocks; 356,000 are mutual fund shareowners.

Geographic families also invest a remarkably generous amount in goods and services they want — and can afford. Scores of satisfied advertisers (some of whom have been using this magazine's pages for over 50 years) can testify to that. For the Geographic audience — today totalling over 2,500,000 unusual families — is a superlative advertising investment itself.

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

**These findings are recorded in a series of reports, "Measure of a Major Magazine". They probably include information pertinent to your particular business.*

'Most Beginners Start with Clever Ads' . . .

Leo Rosenberg, Man with Golden Ad Touch, Retires from FC&B

He Handled Clients That Clicked: Toni, Paper-Mate, Clairol

NEW YORK, June 6—The 35-year agency career of Leo H. Rosenberg, who supervised a flock of Foote, Cone & Belding accounts that soared to sales success, ended last week.

Leo H. Rosenberg

Mr. Rosenberg retired as a vp of the agency to embark on a career as a consultant.

At FC&B he supervised such successful accounts as Toni, Paper-Mate, International Latex and Clairol. Probably the most famous was Toni, which rocketed from nowhere to a multi-million-dollar company in a startlingly brief span to become a classic and almost unique success story. All four accounts increased their positions so greatly while with FC&B that they were purchased by prominent companies for prices aggregating more than $60,000,000.

In addition to normal advertising functions, Mr. Rosenberg served as consultant on marketing, pricing, research and packaging. During the past five years he supervised the Clairol account as it rose to a dominant position in the hair coloring field.

■ One of Leo Rosenberg's various distinctions is that he was employed by four advertising agencies in 35 years without ever changing his job. He joined the Chicago office of the Thomas F. Logan agency in 1925, and the following year it was combined with Lord & Thomas to become Lord & Thomas & Logan. Several years later, after Mr. Logan died, the agency name reverted to Lord & Thomas. Then, when Albert Lasker retired in 1943, the agency became Foote, Cone & Belding.

Asked by ADVERTISING AGE last week for his impressions of the advertising business, Mr. Rosenberg commented:

"The most remarkable impression that a person has after spending 35 years in advertising is how little change there has been in advertising philosophy. During this time there have been vogues of long copy with small illustration, large illustrations with short copy, a time when almost everyone used beautiful color paintings by Norman Rockwell, Sundblom, Ludekens and others; a time like now when action photography takes over."

Other surface changes, he recalled, included the advent of radio, the rise of comics and supplements "with offers and contests that attracted millions of respondents" and now television, which "subjects a captive audience to a perpetual din of entreaties to try this or try that." But he maintained that through all this there has been little change in the ingredients that make for successful advertising.

■ "Even 35 years ago," he said, "we believed in the philosophy of discovering the news in the product and playing it up—sticking to the story even if we or the client tired of it.

"We were cautioned to beware of the clever ad—most beginners start with clever ads. Those who stay in advertising and succeed do so by learning that mere cleverness is a costly folly.

"Then as now, we created advertising to sell goods and make a profit."

Thus *plus ca change, plus c'est la meme chose*—that cryptic French saying to the effect that the more things change, the more everything remains the same—probably best sums up Mr. Rosenberg's impressions of the ad business.

■ What many of his friends don't know about this quiet, soft-spoken man is that he once was a radio announcer and was, in fact, a pioneer in radio. He was the world's first announcer on a scheduled radio broadcast (he announced the Harding-Cox election returns from KDKA, East Pittsburgh, on Nov. 2, 1920). Appropriately enough, when NBC put on its first televised election returns in the Truman-Dewey upset of 1948, it had Leo Rosenberg in the cast.

Almost invariably calm, pleasant and seemingly unruffled, Leo Rosenberg is hardly the prototype of "the agency man"; he is not likely ever to win a nod from a Hollywood casting director about to film a movie on the flashy, grey flannel set. He makes no speeches, or ringing pronouncements for posterity. He generally has shunned personal publicity, and "Don't quote me on that" has been heard from his lips by more than one disappointed reporter.

Graduated from Chicago's Armour Institute with a B.S. in electrical engineering, Mr. Rosenberg nevertheless had a yen for writing and selling—and landed his first job as a subscription salesman for McGraw-Hill in the Southwest. He did so well, McGraw-Hill transferred him to New York as assistant engineering editor of *Electrical World* and *Electrical Merchandising*. After service in World War I, he went to Westinghouse in charge of trade paper publicity, and shortly was made manager of Westinghouse's KDKA, a post he held four years. He also opened KYW in Chicago, before entering the agency business. In the past 15 years he concentrated on cosmetics and drug accounts. #

Peters, Griffin Names Three

Peters, Griffin, Woodward, New York, radio-tv station representative, has named Robert H. Graf, formerly with Select Station Representatives; John J. Goshen, previously with WCBS-TV, New York; and Roy W. Hall, formerly with CBS-TV, to its tv sales staff.

CBS Animations Formed

CBS Films, New York, tv film distributor, has established a new operating unit, CBS Animations, for the production of animated commercials and half-hour tv shows.

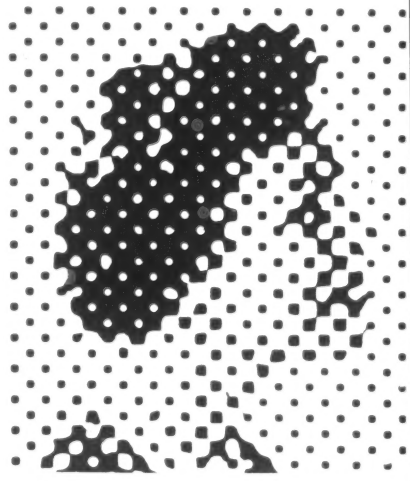
DIE ERSTE*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

*DIE ERSTE means First in German

Now! A clear cut image emerges of the real reader of TODAY'S HEALTH



*Married Woman
*34-44 Years Old

Today's Health reaches her effectively through proved

PERSUASION

New Research answers media buyers' own questions. The complete analysis reveals a valuable readership, dominated by healthy, active, able-to-buy homemakers. Most importantly, this research shows that Today's Health exerts a unique influencing force on this desirable marketing target.

This activating force is *Persuasion Power!* It's produced by the documented fact that advertising in Today's Health is (1) read, (2) read over and over, and above all (3) believed and trusted. Then add low cost per thousand and an exclusive bonus reception-room circulation in the millions. You'll agree Today's Health can be a potent addition to your print media schedule. See all the documentation before you make your next recommendation. Call today for complete information.

*Unequaled ability to move people to

Monte Brown
535 North Dearborn Street
Chicago 10, Illinois
WHitehall 4-1500

Charles Lauer
475 Fifth Avenue
New York 17, New York
ORegon 9-9383

Whaley-Simpson Co.
6608 Selma Avenue
Los Angeles 28, California
HOllywood 3-7157

Same Ad, Intelligently Done, Can Sell to Both Whites, Negroes: Bullock

HOUSTON, Tex., June 6—It's more expensive, and unnecessary, to devise special advertising or illustrations to reach the Negro market, H. A. Bullock, a professor at Texas Southern University, says. He advocates use of illustrations with a "common denominator," without alienating consumers either white or Negro.

Writing in the *Harvard Business Review* for May and June (with a subsequent instalment to come in the July-August issue), Dr. Bullock criticizes ads which use a white model in the illustration in *Life* and a Negro model in *Ebony*: "It's too darn expensive; and, it alienates both races."

■ Advertisers can appeal with one-track advertising to 17,000,000 Negroes—which his research indicates is a $17 billion market—without at the same time alienating millions of white people, Dr. Bullock writes. "The advertiser can render his copy so unstructured that the consumer can read into it his own needs.

■ "For instance, if you see a large billboard which advertises travel and see natives carrying baskets of fruit, and show Europeans—a wide variety of colors and races—the consumer will pull into view the parts of the picture with which he needs to be identified."

An Equitable Life Assurance Society ad in *Life* showed two hands that met—one putting a ring on the other, he said. During Mr. Bullock's research, he reported, he had the ad shown with the message eliminated—to both whites and Negroes, and none noticed that both hands were white. "Everyone thought it was a beautiful picture," Mr. Bullock reported. "People don't identify race by hands—they identify by faces. This shows that race can be taken out of an ad and it will still be very effective."

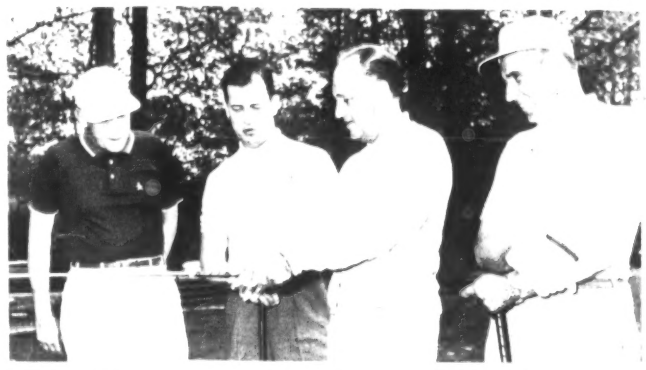
On the other hand, he reported, a tire shop ad which shows both whites and Negroes at work is showing the natural setting, and is accepted by both races. "If you went into the shop, that is exactly what you would see. Why try to change it when you show it on television?" he asked.

■ Similarly, "Negroes wouldn't get sore at scenes in dressing rooms showing white baseball players—but they want to see Willie Mays, too. This wouldn't antagonize the white audience either, because it is recognized that some of our best baseball players are Negroes," he said.

"The seller can deviate further from the norm in fields where the whites expect Negroes to be achievers—in entertainment, sports and music," he said. Problems arise, he wrote, only when the advertiser goes too far—in either direction.

Use of cartoons, of animals, and of sun-tanned models rather than pale skinned ones, all are helpful in desegregating advertising, and in helping the advertiser reach both white and Negro audiences with the same ad, instead of having to produce and pay for two versions or two different ads, Mr. Bullock wrote.

Mr. Bullock is professor of sociology and director of graduate research at Texas Southern University, a state university in Houston whose student body is almost entirely Negro. The articles in *Harvard Business Review* are based on a series of 13 lectures he delivered in New York in 1957 before advertising groups. ■



Gibson Adams Rogers Cowhey

COMING TO GRIPS—*William P. Rogers, general counsel for Newsweek, who seems to know all about it, demonstrates a golf grip for Tom Adams, president of Campbell-Ewald, Detroit; James Cowhey, vp of D'Arcy Advertising, Cleveland; and C. C. Gibson, vp of Goodyear. The foursome took part in Newsweek's Rubber City invitational golf match in Akron.*

Walter Kidde Boosts Young

Truman Young, formerly ad and sales promotion manager, has been named to the new title of director of advertising and public relations of Walter Kidde & Co., Belleville, N. J. He will also be responsible for Kidde's Canadian subsidiary.

KATO, WTSA Join NBC Radio

KATO, new station in Safford, Ariz., has affiliated with NBC Radio. WTSA, Brattleboro, Vt., formerly an independent, also has affiliated with NBC Radio.

*Enjoys good health
*Lives in Urban Area

*Housewife and mother
*Growing children

*Above average income
*Above average education

POWER*

action →

Today's Health

Published by the American Medical Association

Whaley-Simpson Co.
700 Montgomery Bldg.
San Francisco 11, California
SUtter 1-4583

KSLA TV

TEXAS ARKANSAS LOUISIANA

HARRINGTON, RIGHTER & PARSONS, INC.
national representatives

ANY INDIANS IN FARGO?

Only 7 Indians left, but there's plenty of wampum . . . nearly $200 million Effective Buying Income in the Fargo-Moorhead Standard Metro Area, where you get 99% coverage with

THE FARGO FORUM

O'Mealia Outdoor Names Nokes President in N. Y.

Thomas J. Nokes Jr., exec vp of O'Mealia Outdoor Advertising Corp., Jersey City, N. J., has been named president of O'Mealia Outdoor Advertising Co., New York. Mr. Nokes, who will continue in his old position, was promoted following O'Mealia's acquisition of General Outdoor Advertising's painted bulletin facilities in New York City, and Westchester, Rockland and Fairfield counties.

Hugh McLaughlin, New Jersey operation manager, has been named a vp and manager of the New York branch. William J. Tregaonowen, formerly national sales manager, has been named a vp and general sales manager in New Jersey. John B. Fair, formerly regional sales manager in New Jersey, has been named sales manager of the New York branch.

Lee County to Olian & Bronner

Lee County Land & Title Co., Lehigh Acres, Fla., has appointed Olian & Bronner, Chicago, to handle advertising for Lehigh Acres, new community located outside Fort Myers.

'Religious TV,' New Book, Outlines Ways to 'Reform' Medium

NEW YORK, June 6—Churches have been called upon to join other "responsible elements in society" to help bring about reforms and improvements in television and radio.

This challenge to the religious community is set forth in a new book by Dr. Everett C. Parker, director of communication for the United Church of Christ and vice-chairman of the broadcasting and film commission of the National Council of Churches of Christ in the U.S.A. The title of the book: "Religious Television—What to Do and How" (Harper & Bros., $4).

Among the reforms called for in this volume, which is primarily intended as a manual for the use of television by religious leaders, are:

- An improved Federal Communications Commission, staffed by men of integrity and ability, with the will to enforce the Communications Act.
- Divestment, by congressmen and senators who are members of communications sub-committees, of their holdings in radio and tv stations.
- Admendment of the Communications Act to provide for licensing of the networks by the FCC to place legal responsibility for programming.
- "Divorcement of advertisers and their agents from the power to control program content or to stipulate that their advertising shall be associated with a particular program or shall not be placed adjacent to a particular program. . . ."
- Publication by the FCC of the criteria used in granting and renewing broadcast licenses.
- Establishment by the commission of guidelines to show what constitutes "public interest" under the Communications Act.
- Prohibition of trafficking in station licenses.
- Expansion of publicly supported educational television into a national network with coverage equal to that of the largest commercial network. ≡

IND COOPE

A MARKETING SUCCESS *Ind Coope, one of the major British brewers, has scored heavily in the British beer market with its Skol lager and is now using full pages like this to keep the bandwagon rolling. Batten, Barton, Durstine & Osborn, London, is the agency.*

Meeting production deadlines

Each Wednesday night Emery picks up galley proofs of TV Guide in Radnor, Pa., and delivers them to TV Guide offices in Boston, Cleveland, Chicago, and Detroit. Corrections are teletyped in to Radnor right up to press time. The magazine is laid out on Monday and goes to press Friday night. To meet this tough deadline TV Guide picked Emery because of Emery's speed, reliability, and teletype control of shipments door-to-door. Call your local Emery man today to find out what Emery can do *specifically* for you—to your profit.

EMERY AIR FREIGHT

801 Second Avenue, New York 17, New York Offices in all principal cities.

Young Adds Five Stations

Young Television Corp. has been named national representative for WBTW, Florence, S.C., formerly handled by CBS Television Spot Sales, effective July 1, and for WMUR-TV, Manchester, N.H., formerly handled by Weed Television Corp. Adam Young Inc. has been named national representative for KQBY, San Francisco, and KBUZ, Phoenix. Both formerly were handled by Peters, Griffin, Woodward. KLAC, Los Angeles, handled by Daren F. McGavren Co. for the past two years, has renamed Adam Young its representative. The radio station recently was sold to Westinghouse Broadcasting Co., but Westinghouse's sales representative arm, AM Radio Sales, is not able to handle KLAC because it represents KMPC, Los Angeles.

advertising manager or design engineer?

XM XW
READ 32

He's an ad manager . . . keenly aware that what he *doesn't* know can "kill" him. He must be an expert in a *dozen* areas . . . trade shows, space campaigns, direct mail, contests, photography, art, printing . . . whatever is needed to promote, promote, promote. The design engineer must be a multi-expert, too. Keeps pace with advancements in electronics, pneumatics, fastenings, drives, coatings, materials . . . *whatever* is needed to improve, improve, improve. To move ahead in *either* field you must keep ahead in *all* areas. The design engineer does it by reading MACHINE DESIGN, the magazine that serves the *total* spectrum of his needs and problems. How do you?

A Penton Publication, Penton Building, Cleveland 13, Ohio

BPA NDP MACHINE DESIGN

MORE EDITORIAL AWARDS
MORE READERSHIP
MORE ADVERTISING PAGES
MORE READER RESPONSE
MORE EFFECTIVE CIRCULATION
MORE MARKETING AIDS

In FAIRBANKS People Buy The Products Advertised In This Paper

Alaskans shop daily with their Alaskan dailies. Stake your claim in our booming 49th state by placing your ads in one of Alaska's most successful dailies. Call your West-Holliday man for complete information.

One of five great Alaska Dailies

West-Holliday Co. Inc.

Information for Advertisers

"The 16th Newspaper Readership Study of Michigan Corporation Presidents," has been published by and is available from the Research Dept., **Detroit Free Press**, Detroit.

• The "1961 TV Agency Guide," pocket reference of brands using spot and network television, has been published by **Broadcast Advertisers Reports**. The guide contains listings of more than 3,000 brands, their parent companies and agencies, plus location of agencies. Copies, priced at $1 each, may be obtained from Broadcast Advertisers Reports, 750 Third Ave., New York.

• "Advertising Acceptability Guide," a 45-page compilation of advertising acceptability standards, is available from the **Chicago Tribune**, Chicago.

• Population, households, income, and sales of food, drug, apparel, automotive, and general merchandise are included in market survey of the San Francisco Bay area, available from the Sales Development Office, **KGO-TV**, San Francisco.

• "1960 Census Tract Data for Dallas County, Tex.," including population, housing units and value of properties, has been published by the **Times Herald**, Dallas.

• "1961 Housewares & Small Appliance Survey," a 75-page report, has been published by **Redbook**, 230 Park Ave., New York 17.

• "A Graphic Guide to Consumer Markets," 1961 edition, covering population, income, expenditures, markets, advertising, prices and production and distribution, has been published and prepared by the National Industrial Conference Board, under the sponsorship of **Life**, Time-Life Bldg., Rockefeller Center, New York 20.

• "But We're Already Reaching Your People!," a promotion piece describing services of D. Parke Gibson, based on the use of its Negro Market Checklist, is available from **D. Parke Gibson**, Public Relations, 2621 Seventh Ave., New York 39.

• A new booklet, "Office Equipment & Supplies in Canada," includes number of offices, employees, new office buildings and annual dollar volume of various types of office equipment and supplies in Canada, and its imports of U. S. and foreign-made office machinery, equipment and supplies by country. Copies are available from Maclean-Hunter's **Office Equipment & Methods**, 481 University Ave., Toronto 2, Ont.

• "Footwear News Fact Book, 1961," covering manufacturers' production and sales figures and advertising expenditures, retail sales volume in the various types of outlets, retail store operating ratios and price trends, import and export figures, has been published by **Fairchild Publications**, 7 E. 12th St., New York 3.

AFA Honors Fondren

Lee Fondren, national vp of the Advertising Federation of America, was named Advertising Man of the Year at the recent nine-state meeting of the federation in Des Moines. Mr. Fondren, manager and director of sales, KLZ, Denver, was named Ad Man of the Year by the Advertising Club of Denver earlier in the year.

Cargill, Wilson Adds One

Glen Raven Cotton Mills, Glen Raven, N. C., has named Cargill, Wilson & Acree, Richmond, Va., and Charlotte, N. C., to handle advertising for its awning fabric division.

Speckter Names Dobin VP

Jerome Dobin, with Martin K. Speckter Associates, New York, since December, 1960, has been named vp of client services of the agency.

Flint—Bay City—Saginaw moves into the top 40
(in actual TV homes delivered)

Two eastern Michigan markets—Flint and Bay City-Saginaw—were officially combined into one. That's how come the big move, and why you'll now find this heavily populated urban area listed among the largest TV markets in the country.*

It's top 40 in terms of homes delivered, too. Not just "set owners," but people actually watching television.

And they're so easy for you to reach. Because practically all the viewers in the three cities are getting their television from within the area. On stations such as WJRT, which has City-Grade service to all three. Our representatives will be happy to tell you anything else you'd like to know about the market, and, of course, anything more you'd like to know about us.

Just call Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

Oh, yes. That top-40 market list you have. Flint-Bay City-Saginaw belongs in the same neighborhood with Providence, Charlotte and Denver. Your move.

*Based on ARB Reports—March, 1960 (Sun.-Sat., 6-10 p.m.)

Time Buyers Want More Strategy Info, NBC Survey Finds

NEW YORK, June 9—Time buyers agree they could do a much better job for clients if they were kept fully informed about over-all campaign strategy.

This agreement emerged from the latest NBC Spot Sales time buyer opinion panel study. The study, spotlighting creativity in time buying, covered 207 panelists representing 182 agencies or offices.

In actual practice, it was pointed out, the buyer was not always sufficiently briefed to do an effective job. Only 45% indicated that their agency's policy was to inform buyers fully as to sales patterns, distribution and other marketing data. Some 41% said they were told "much," but not all.

Nearly all buyers said commercial copy could substantially influence buying decisions, but only seven out of ten panelists were always or frequently informed about the copy approach to be used for campaigns.

■ Other findings noted by NBC Spot in this survey:

- "Seven of every ten panelists reported the buyer always or frequently takes part in the planning of the over-all campaign appropriation and in the selection of generic media. Less than 40% reported that the buyer has a voice in the creative copy approach.
- "The buyer in the smaller (under $5,000,000) agency plays a more important role in these initial planning phases than his counterpart in the larger (over $5,000,000) agency.
- "Approximately 90% of the respondents replied that the buyer participates in the setting of audience reach levels and the selection of test markets; eight of ten said they have a voice in the allocation of funds for the markets.
- "In these secondary planning phases, the buyer in the over-$5,000,000 agency is consulted somewhat more frequently than the buyer in the smaller agency.
- "More than nine out of ten panelists replied that the buyer is justified in following his own dictates when his opinion, judgment and experience are at odds with the numbers.
- "Some 93% responded that there are circumstances when the time buyer should consider another rating service which shows a striking difference from his own.
- "Approximately twice as many respondents prefer all-media buying to time buying" exclusively.

■ However, NBC Spot Sales pointed out that these findings, particularly on buying by numbers and the use of competitive rating information, demonstrated a cleavage between theory and practice. While buyers disavowed overdependence on numbers, they placed their schedules, with rare exceptions, on the basis of numbers, an NBC representative asserted. It added that the salesman's "common complaint is that it is next to impossible to get a buyer at an ARB shop to look at a Nielsen, and vice versa." #

Hull Joins Dudgeon, Taylor

Roger W. Hull, former president of Beltaire & Hull, has joined Dudgeon, Taylor & Bruske, Detroit, as account supervisor, consumer and marketing. Among the accounts which Mr. Hull brings to DT&B are Whitehead Stamping Co., Detroit; Joseph Buegeleisen Co., Detroit; and Ray Industries, Oxford, Mich.

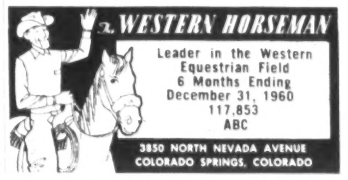
Vick Puts TV Egg in CBS Basket; CBS-TV Adds Sponsors

For the second consecutive year Vick Chemical Co., New York, has placed all its network tv budget on CBS-TV. For the coming fall season the company has bought 32 minutes to be divided between two new hour film shows, "Frontier Circus" and "The Investigators." In the daytime, the company ordered approximately 60 morning minutes, mixed with afternoon quarter hours. Total estimated outlay will be $2,250,000. The agency of record is Morse International.

Other new daytime business at CBS-TV came from Alberto-Culver (Compton Advertising); Toni (North); Chesebrough-Pond's (Compton); and Drackett (Young & Rubicam).

'Standard-Times' Names Three

Robert K. O'Neill, formerly advertising director of the *Standard-Times*, New Bedford, Mass., has been promoted to business manager, succeeding Peter Otis, who resigned. Gerald T. Tache, previously classified ad manager, replaces Mr. O'Neill; and Charles C. Alves, formerly with the sales staff, succeeds Mr. Tache.



POPULATION AND SALES BY CITY SIZE

City Size	No. of Cities		POPULATION			SALES ($000)				
	'61	'50	1/1/61	1950	% Gain 1961/50	1960	1954	1948	% Gain 1960/54	% Gain 1960/48
1,000,000 & over	5	5	17,447,600	17,404,500	0.3	$25,467,351	$22,320,280	$18,942,765	14.1	34.4
500,000 to 999,999	19	13	12,912,700	9,186,900	40.6	$21,399,164	$13,453,713	$11,341,173	59.1	88.7
250,000 to 499,999	30	23	10,636,900	8,241,600	29.1	$17,376,905	$13,430,012	$9,882,652	29.4	75.8
100,000 to 249,999	83	65	12,359,100	9,478,700	30.4	$20,987,852	$15,858,414	$12,475,239	32.3	68.2
50,000 to 99,000	204	126	14,208,100	8,930,800	59.1	$22,868,111	$14,493,568	$10,958,412	57.8	108.7
25,000 to 49,999	406	249	14,043,600	8,710,900	61.2	$21,980,556	$14,884,347	$26,268,933	47.7	74.0
10,000 to 24,999	958	752	14,858,000	11,515,200	29.0	$23,724,636	$19,738,541		20.2	
Balance			84,964,000	77,228,000	10.0	$66,026,268	$55,788,873	$40,651,374	18.4	62.4
U. S.			181,430,000	150,697,400	20.4	$219,830,843	$169,967,748	$130,520,548	29.3	68.4

it's the ***Family Weekly*** *story . . .*

CONFIRMED BY SALES MANAGEMENT'S

"Survey of Buying Power"

Your richest sales opportunity!

U.S. population and sales are growing fastest in

Family Weekly markets

The story of *Family Weekly* is a story of successful growth! More distributing newspapers, more middle markets, more circulation in Nielsen B and C counties . . . year after year!

The red section of this *Sales Management* table defines the principal area of *Family Weekly's* growing coverage, in 25,000—250,000 population cities and their marketing areas. IN EVERY DIVISION WITHIN THIS AREA, PERCENTAGE OF POPULATION AND RETAIL SALES GAINS EXCEED THE U.S. AVERAGE!

The national circulation pattern of *Family Weekly*, through selected newspapers, has been carefully designed to complement *effectively, economically and in color* the heavy "top market" concentrations of other national media. When you *add Family Weekly* to your advertising schedule, you *add* deep coverage of a big, fast-growing segment of your sales potential that cannot be efficiently penetrated any other way!

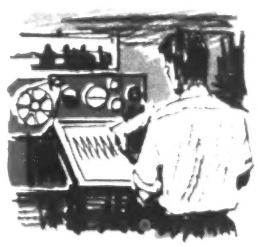
THE LARGEST MARKET IN THE WORLD THAT CAN BE COVERED IN SUCH DEPTH BY A SINGLE ADVERTISING MEDIUM

Family Weekly

Leonard S. Davidow, *Publisher*
Patrick E. O'Rourke, *Advertising Director*
153 North Michigan Ave., Chicago 1

NEW YORK • DETROIT • CLEVELAND
LOS ANGELES • SAN FRANCISCO

EVALUATE MAR
PENETRATION
WHERE IT COUN
AND



YOU'LL
DECIDE THIS

METALWORKIN
MOST POWERF
SELLING TOOL

KET

TS

IS

G'S

UL

In metalworking—men who matter read...

American Machinist / ***Metalworking Manufacturing***

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

ABP
ABC

There are 21 basic manufacturing industries in the U.S. Government's Standard Industrial Classifications. Eight of them make up metalworking—the manufacturing of products from metal—and American Machinist/Metalworking Manufacturing concentrates its circulation (all ABC paid, incidentally) in these eight. An executive responsible for mining, ore-producing, or refining operations—or in any industry not involving metal*working*—is almost automatically excluded as a potential reader by his lack of vital interest in the subjects covered editorially by AM/MM.

AM/MM's circulation is centered in key metalworking plants in key metalworking states and is growing steadily in all eight divisions of metalworking.

Beeause AM/MM is read by men—manufacturing managers, manufacturing engineers and plant managers—whose sole business is making things of metal (and making them more efficiently, less expensively, more profitably), we think you'll agree it is metalworking's most powerful selling tool.

For up-to-date facts and figures on metalworking, ask your AM/MM *district manager for a copy of the 1960 Market Guide for Sales Executives.*

Caldwell Named Chairman

Howard C. Caldwell has been reelected president of Caldwell, Larkin & Sidener-Van Riper and named chairman of the board, succeeding the late Guernsey Van Riper, co-founder of the Indianapolis agency. Three new directors—all of them vps and account executives—were appointed to the board. They are Byron E. Crum, John A. Merkle and V. James Story.

LOW COST TYPESETTING
Cold type and photographic keyboard composition for—
CATALOGS: PRICE LISTS, PARTS, BOOKS, MANUALS, BROCHURES & PRESENTATIONS
Send for FREE catalog.
TYPECRAFTERS, Inc.
22 W. Madison, Chicago—CEntral 6-8053

Gulick Heads Broadcasters

J. Robert Gulick, assistant general manager of WGAL and WGAL-TV, Lancaster, has been elected president of the Pennsylvania Assn. of Broadcasters. Other new officers are Robert R. Williams, WHIM, Bloomsburg, 1st vp; Samuel M. Altdoerffer, WLAN, Lancaster, 2nd vp; Thomas Metzger, WMRF, Lewistown, secretary; and Herbert Kendrick, WHGB, Harrisburg, treasurer.

Eastman Moves; Adds One

Robert E. Eastman & Co., radio station representative, has moved its New York headquarters to new offices at 1 Rockefeller Plaza. WSAI, Cincinnati, previously handled by Gill-Perna, has named Eastman as its national representative.

Jones Co. Names 3 VPs

Ralph H. Jones Co., Cincinnati, has promoted three account executives to vps. They are Richard K. Jones, Edward P. Broome and Richard M. Geis. The agency has also announced expansion in additional Carew Tower offices.

Cigaret Business' Future Looks Good in Canada: Weissman

MONTREAL, June 6—An "optimistic future" for wholesalers—specifically those in the tobacco products field—was predicted here last week by George Weissman, chairman of the board, Philip Morris Overseas, a division of Philip Morris Inc., at the convention of the National Assn. of Tobacco & Confectionery Distributors.

Mr. Weissman also saw a bright future for the cigaret business in Canada in general.

A director of Benson & Hedges (Canada), he said that the company is now formulating coast-to-coast [Canadian] marketing plans for the new Canadian-made brands to be manufactured in the Brampton, Ont., cigaret plant now under construction.

"Canada is the clear leader in terms of population growth and in increased cigaret and cigar consumption," Mr. Weissman said, in comparing U.S. and Canadian statistics.

■ He reported that per capita purchases of cigarets had "increased 54% in Canada between 1950 and 1960, compared with only 10% in the U.S." He said Canadian cigar purchases in the same period showed "a striking 67% increase," while the gain in the U.S. was 28%. The population in Canada, he noted, during the decade increased 30%, while the U.S. increase was 19%.

Mr. Weissman said that with a "larger total market for the wholesaler to capture," and with a new "multiplicity of brands and types of cigarets and different sizes and new packagings," wholesale distributors will have important competitive advantages. He stressed their "professional 'know-how'."

He predicted that all types of retail outlets—including chain stores—would rely increasingly on cigaret wholesalers "for help with effective merchandising.

"Wholesalers in all lines of business are assuming a more prominent role," as the free enterprise system in North America is about to enter a new era of distributive and service industries, he noted.

■ Mr. Weissman said many chains have reversed their direct buying policies and have returned to the tobacco wholesalers as their source of supply because cigarets "are more profitably merchandised when the stock is purchased from wholesalers.

"We have seen this shift back to the wholesaler in dramatic proportions in the U.S., where, in 1960 alone, alert tobacco distributors regained sales of more than seven billion units," he said.

Mr. Weissman predicted that "the picture of the chains vis-a-vis the wholesalers will show cooperation replacing competition," as buyers for chains begin to realize that "when they deal with wholesale distributors, they reduce their investment, speed turnover, ease their stock problems and receive larger returns on invested capital."

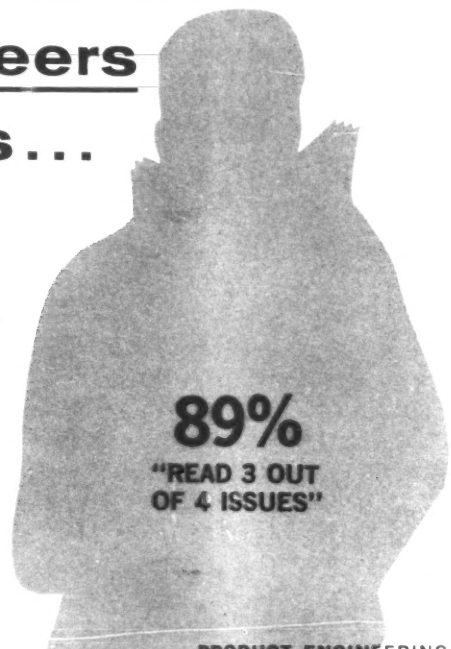
Meldrum, Hixson Make Pact

Meldrum & Fewsmith, Cleveland, and Hixson & Jorgensen, Los Angeles, have entered into an agreement to give one another's clients localized service. There is no provision in the pact for corporate interlocking or an exchange of financial interest.

Hamilton Caster to Burnap

Hamilton Caster & Mfg. Co., Hamilton, O., manufacturer of materials handling equipment, has named David K. Burnap Advertising as its agency. Rossi & Co., Detroit, previously handled the account.

A design engineering publication is as BIG as design engineers say it is...



89%
"READ 3 OUT OF 4 ISSUES"

DESIGN NEWS surveyed 13,500 men on its own list — 4,286 replied. Question: "In the boxes below, please double check the one or two magazines that you read most regularly." (Aided recall, magazine front covers shown.) Answer: 48% double-checked Design News.

48%
"READ MOST REGULARLY"

PRODUCT ENGINEERING surveyed 5,000 subscribers — 1,671 replied. Question: "In the past 12 months how many issues did you read?" (Aided recall, logotypes of magazines shown.) Answer: 89% read at least 3 out of 4 issues of Product Engineering.

Use it to lead design thinking in your direction...

PRODUCT ENGINEERING

McGraw-Hill Weekly for Design Engineers – 330 W. 42D ST., NEW YORK 36, N. Y.

Now! Blessed Relief from Bar Charts

In the last month or so, Chicago newspapers have announced a lot of changes . . . in rates, readership, coverage, and so on. And with each change, another bar chart.

Now comes good news from the bar chart capital of the world: No more bar charts! Because all any busy media man really needs to know is that these facts haven't changed:

It takes two or more newspapers to sell Chicago, and in every major buying category...

TOP TWO FOR THE MONEY

are the

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

Note to Bar Chart Lovers:
For specific information on how Tribune and American rate changes have affected the figures in "Chicago NOW"—call your Chicago Sun-Times or Chicago Daily News representative.

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
ATLANTA • LOS ANGELES • SAN FRANCISCO
Sawyer-Ferguson-Walker Co.
MIAMI BEACH: Hal Winter Co.

Copyright, 1961, Field Enterprises, Inc.

Along the Media Path

Radio-Television Council of Greater Cleveland has awarded the Twyla M. Conway award to **WGAR**, Cleveland, for its program "Open Forum."

• Effective June 11, **KMOX-TV**, St. Louis, began a series of 14 "Musical for a Sunday Afternoon" programs as a tribute to the 1961 season of the St. Louis Municipal Opera.

• Sports car, compact and foreign sedan owners were given an opportunity to demonstrate their driving skill in driving in an auto cross, sponsored by **WIL**, St. Louis, and Triumph Sports Owners Assn. of Greater St. Louis.

• A fact folder, including coverage map, audience characteristics and number of homes in its primary and secondary areas, has been published by **WQXR**, 229 W. 43rd St., New York 36.

GOLDEN ANNIVERSARY—*McGraw-Hill's Industrial Distribution gets a proud preview for its 50th anniversary issue from veterans (l. to r.) John Ora, New York salesman; Clarence Holdsworth, marketing services and circulation manager, and Walter Crowder, editor and publisher. Mr. Ora joined in 1926.*

• **Redbook** is offering advertising executives on its complimentary mailing list a chance to cash in on its circulation rise. In a special tip-on attached to all complimentary copies of its June issue, *Redbook* asks "Will June be the 92nd, or the last, in a long line of record breakers." A "free, useful and inexpensive" prize will be rewarded for every correct prediction. In addition, *Redbook* will award an Abercrombie & Fitch mail order catalogue, along with a $100 gift certificate to the person who predicts *Redbook's* exact circulation for the June issue.

• "The Story of Outdoor Advertising," a sales promotion film produced by **General Outdoor Advertising Co.**, has been honored by the National Visual Presentation Assn. with a Special Merit award.

• "Your Products & National Spot Television," a study in media balance and flexibility, has been published by the **Katz Agency**, 666 Fifth Ave., New York.

• **WQXI**, New York, recently packaged and posted transistor radios in mail boxes at the busiest street corners, shopping centers and office buildings in town. The radios were turned up to full volume and tuned to WQXI.

• Wayne State University, Detroit, has cited **WWJ**, Detroit, for its "outstanding contributions to education and for excellence in broadcasting. At the same time, **WWJ-TV** was cited by the Detroit District Dental Society of "exceptional community service in promoting dental health education."

• To publicize its getting 71 consecutive top Nielsen ratings in Chicago, **WBBM-TV**, mailed out posters imprinted with 71 targets with simulated bull's-eyes.

• A total of 11,231 pieces of mail were received in the Happy Birthday Mozart contest sponsored by **WDOK**, Cleveland. Prizes were record albums, boat show tickets and $1 subscriptions to the WDOK Program Guide. The station aired six spots a day, with a new question each day, such as, "When was Mozart born? Who did he marry?" etc.

• "Vogue Automotive Market Survey," a report covering the purchase and preferences of automobiles of its subscribers, has been published by **Vogue**, 420 Lexington Ave., New York 17. Copies are available from William C. Stowell, assistant advertising director.

• **Wall Street Journal** has announced plans to publish its issues in southern California by facsimile transmission. Plans call for a new plant to be built in Riverside, Cal., and to be in experimental operation next year. The newspaper

CBS AN

there's money to be made in the MUNICIPAL MARKET!

MAYOR and MANAGER

LAW AND ORDER

72 W. 45th St. • New York 36, N.Y. • MU 2-6606

printed by facsimile in Riverside will be a duplicate of the Pacific Coast edition of the newspaper prepared by conventional methods at the plant in San Francisco.

• Seven advertisers will tie in with an editorial feature on summer hair care in the July issue of **True Story** through use of point of sale material distributed to more than 2,000 drugstores. Merchandising kits will include streamers, banners, posters and individual counter cards for each of the products. The advertisers are John H. Breck Inc., Clairol Inc., Hudnut-DuBarry Division, Johnson & Johnson, Charles Marchand Co., Nestle-LeMur Co. and Toni Co.

• **Department of New Laurels:** **Field & Stream's** average circulation reached a record high of 1,251,000 for the first quarter of 1961. Current circulation guarantee is 1,200,000.

Playboy marked a new high in circulation during the first six months of 1961, with net paid sales topping 1,200,000, compared with net paid circulation of 1,090,908 for the same period in 1960. #

WGAN, WGAN-TV Promote 3

Eugene W. Wilkin, formerly sales manager of WPRO-TV, Providence, has been appointed general manager of WGAN-TV, Portland, Me. Creighton E. Gatchell, who has been vp and general manager of WGAN and WGAN-TV as well as director and treasurer of Guy Ganett Broadcasting Services, which owns the stations, has been appointed exec vp of the parent company. Francis H. Farnum Jr., a vp and director of Guy Gannett Broadcasting, has been named general manager of WGAN.

Int'l Minerals Names 2

John J. McGuiness, formerly account executive of George H. Hartman Co., Chicago, and George B. Blake, formerly coordinator of sales promotion services of Culligan Inc., Northbrook, Ill., have been named supervisors in the advertising and sales promotion department of International Minerals and Chemical Corp., Skokie, Ill.

Lomas, Foster, Rodin Formed

Lomas, Foster, Rodin & Co. has been formed with offices at 9 Rockefeller Plaza, New York. Principals of the agency include Stanley A. Lomas, formerly head of his own agency and a vp at William Esty Co.; Kendall Foster, consultant and formerly head of television at Esty; and Charles Rodin, consultant, formerly with Columbia Broadcasting System.

FAMILIAR?—*Looking very much like a Salem ad is this full page of greenery for Reyno menthol cigarets, being marketed in Germany by Haus Neuerburg, a company controlled by R. J. Reynolds Tobacco. The Salem name could not be used because it was already taken by another company. Young & Rubicam is handling Reyno.*

TV, Film Groups Ask New York to Cut Production Permits

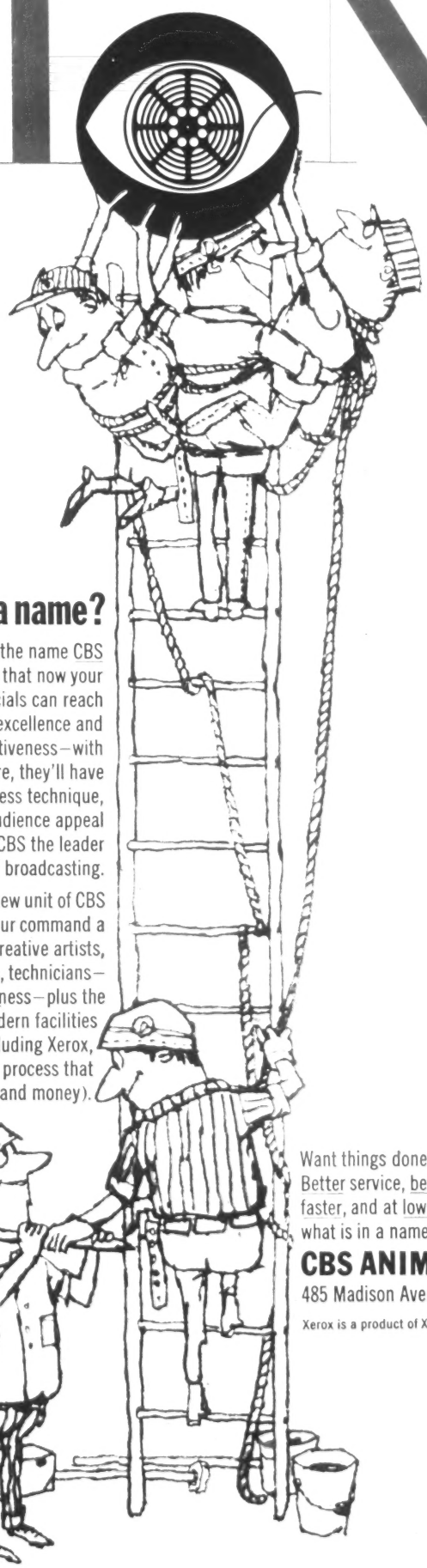
Representatives of tv and motion picture companies and labor unions involved in film making recently met with Paul R. Screvane, deputy mayor of New York, and Charles Tenney, city administrator, to discuss "antiquated" city building codes and fire regulations. The film men pointed out that fire regulations were made to cover nitrate film, which now has been replaced for the most part by safety film.

Also, unlike Hollywood, where only one production permit is required to cover all city regulations, New York compels producers to get a variety of permits and licenses, they said. The producers asked the city to consolidate permits to cut down paper work and red tape work stoppages. Mr. Screvane said an inter-departmental agency, composed of representatives from police, fire, water, parks, sanitation, building, commerce and transit departments and port authority, would seek a way to cut down number of permits required.

Sterling Names Robertson

Robertson Advertising, Chicago, has been named by John Sterling Corp., Richmond, Ill., to handle advertising for its marine division. Sterling, manufacturer of building hardware, recently acquired Great Lakes Boat Co., and the Trail car division of Dunbar Kapple.

MATIONS



What's in a name?

Plenty...because the name CBS Animations means that now your television commercials can reach the highest level of excellence and advertising effectiveness—with economy. What's more, they'll have the same matchless technique, imagination and audience appeal that have made CBS the leader in all phases of broadcasting.

CBS Animations, a new unit of CBS Films, places at your command a top-notch force of creative artists, writers, musicians, technicians—the best in the business—plus the very finest, most modern facilities in the business (including Xerox, the amazing new process that saves you time and money).

Want things done your way? Better service, better commercials, faster, and at lower cost? That's what is in a name, when it's...

CBS ANIMATIONS

485 Madison Avenue, New York 22

Xerox is a product of Xerox, Inc.

Keyed Coupon Returns

Many food advertisers are taking a new hard look at their newspaper schedules in New York.

Keyed coupon returns in case after case show that the Mirror's returns are far ahead of any one of the three evening papers. Often they are better than two combined.

Make The Mirror a MUST!

5th
THIS
BIG
5th
EL PASO, TEX.
GOES
FURTHER
El Paso is the big 5th city of Texas, but this Big 5th goes further, serves 750,950 customers with better than three-quarters of a billion dollars effective buying income and half a billion in retail sales. This Big 5th scores well within the nation's
TOP FIFTY MARKETS.
El Paso Broadcasters will give your sales a lift with 100-proof coverage when you buy the Big 5th...
El Paso, Texas!
EL PASO BROADCASTERS:
KHEY KELP-TV KELP
KIZZ KROD-TV KROD
KSET KTSM-TV KTSM
XEJ-TV XEJ XELO

MISINFORMATION—*New Yorkers think Washington is south of Oregon and Seattle is a "trading post somewhere south of Sitka." Pacific Telephone Northwest "charges" in this ad, urging Washington citizens to set Gothamites—and even Californians—straight about the state.*

Pacific Telephone Northwest Wins Friends With Map Ad That Sets Easterners Straight

SEATTLE, June 6—Pacific Telephone Northwest, youngest offspring of Mother Bell, has come up with a new state promotion ad that lampoons the easterners' idea of U.S. geography and urges readers to make themselves "insufferable" in spreading the story of the Pacific Northwest to their out-of-state friends.

And, judging from the way the phones are ringing and the mailmen are groaning, customers in Pacific Telephone's area love it.

Last fall Pacific Telephone Northwest came out with an ad headlined, "Four facts about Washington that are not true," plus a parallel ad with copy addressed to Oregon (AA, Nov. 28, '60). Reprints were offered in leaflet form, for mailing to "misguided eastern friends," and more than 286,000 were distributed in response to requests.

Last month the phone company cut loose again, this time with a 1,600-line b&w newspaper ad headlined, "Why all this confusion about Washington?" with a bold arrow pointing to the misplaced geography of a map, "A New Yorker's Idea of the United States of America," prepared by Daniel K. Wallingford and first published in 1939 by Columbia University Bookstore. The ad, with a change in headline and copy, is similar for Oregon papers.

■ The promotion opened May 2 in 19 dailies in all Oregon cities in which Pacific Telephone Northwest does business. It was followed on May 9 in 22 dailies in Washington plus the weekly *Argus* in Seattle, the latter ad in two colors.

The ad spoofed: "Thousands of otherwise enlightened Americans still regard New York as the center of the solar system, and Seattle as a trading post somewhere south of Sitka. In drawing up their vacation plans, these people unfortunately rule out the Northwest as an isolated wilderness accessible only by wagon train."

Copy cites the importance of the tourist industry, and says: "What can you do? Plenty! Turn state's witness. Be a one-man Chamber of Commerce. Make yourself insufferable with our out-of-state friends. Be a 'Texan.' (You've certainly got more to shout about.) Tell the next Californian you see about our 'Land of Contrast'—our ideal vacationland, our lakes and seashores and mountain peaks and art galleries and booming cities and more."

A small box in the lower right corner offers free reprints for mailing to "one of your misguided out-of-state friends."

■ Before the Washington ad was a day old, requests for reprints began rolling in, 300 by phone and 200 in letters during the first day alone, the company reported. More than 280,700 reprints of the ad and two-color place mats that use the same illustration and copy have been distributed in the two states—and requests are still coming in.

Some businesses, the phone company reported, bought copies to make mailings to all their eastern contacts. Place mats have showed up at public dinners of chambers of commerce and service clubs.

In the *Seattle Times*, Boyd Burchard, business writer, noted: Pacific Telephone Northwest "has shot a ray of humorous light into the traditionally dull world of big-utility advertising. The result: Most of Washington is laughing with the company and soon other states will be, too."

Dan Hutchings, the phone company's advertising manager, comments, "We bandied the idea around for about six months before we told our agency, Guild, Bascom & Bonfigli, to go ahead. We thought the ad would prove interesting to readers, but how interesting we never knew until the returns began to add up." ≠

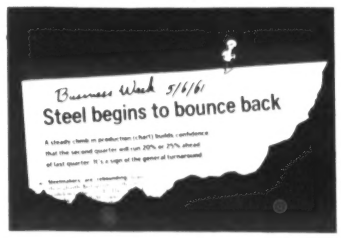
• for Ad Agencies Who
MUST DELIVER!
YOUR CLIENT'S NAME HERE
18 Kt. Gold-Plated. Customer's initial on reverse side.
Golden Car Key Programs by Allied
100 million drivers use their car key daily. Your client's message on a personalized Golden Car Key, cut to fit the car, reaches the target daily—repeatedly—effectively.
Programs ideally suited for:
INDUSTRIAL ACCOUNTS—FINANCIAL INSTITUTIONS—RETAIL OUTLETS—SUPERMARKETS—SALES CAMPAIGNS, ETC.
FULL AGENCY COMMISSION
Write or phone for free sample key (state make & year of car), case history brochure & price list.
ALLIED Associates
110 Cummington St. Boston 15, Mass. COngress 2-1240

Tower Joins Corinthian

Charles H. Tower has resigned as vp for tv of The National Assn. of Broadcasters to become administrative vp of Corinthian Broadcasting Corp., New York, effective July 1. Mr. Tower joined NAB in 1949 as assistant to the vp, employer-employe department. In his letter of resignation he said the decision to leave NAB was "most difficult," but that he has "long desired to become an operating broadcaster."

Jackson Buys 'Diamonds'

Jackson Brewing Co., New Orleans, has been signed by Ziv-United Artists Television Co. as alternate-week sponsor of "King of Diamonds" on five additional stations. They are KOTV, Tulsa, and WKY-TV, Oklahoma City; WKRG-TV, Mobile, Ala.; KFDX-TV, Wichita Falls, Tex.; and KALB-TV, Alexandria, La. "Diamonds" has now been sold in 145 markets. Jackson markets Jax beer.



These are the McGraw-Hill publications read by your best customers and prospects:

ARCHITECTURE
Western Architect & Engineer

APPLIANCE-RADIO-TV
Electrical Merchandising Week

ATOMIC ENERGY
Nucleonics

AVIATION
Aviation Week and Space Technology

BUSINESS MANAGEMENT
Business Week

COAL MINING
Coal Age

CHEMICAL PROCESS INDUSTRIES
Chemical Engineering
Chemical Week

CONSTRUCTION
Construction Methods & Equipment
Engineering News-Record

DISTRIBUTION-INDUSTRIAL
Industrial Distribution

ELECTRICAL CONSTRUCTION AND MAINTENANCE
Electrical Construction & Maintenance

ELECTRICAL GOODS
Electrical Wholesaling

ELECTRICAL UTILITIES
Electrical World
Power
Electrical West

ELECTRONICS
Electronics

INSTRUMENTATION AND CONTROL
Control Engineering

MANUFACTURING PLANT OPERATION
Factory

METAL & NONMETALLIC MINING
Engineering and Mining Journal
E&MJ Metal & Mineral Markets

METALWORKING
American Machinist/Metalworking Manufacturing

OFFICE TRAINING
Today's Secretary
Business Education World

PETROLEUM
National Petroleum News

POWER
Power
Electrical World
Electrical West

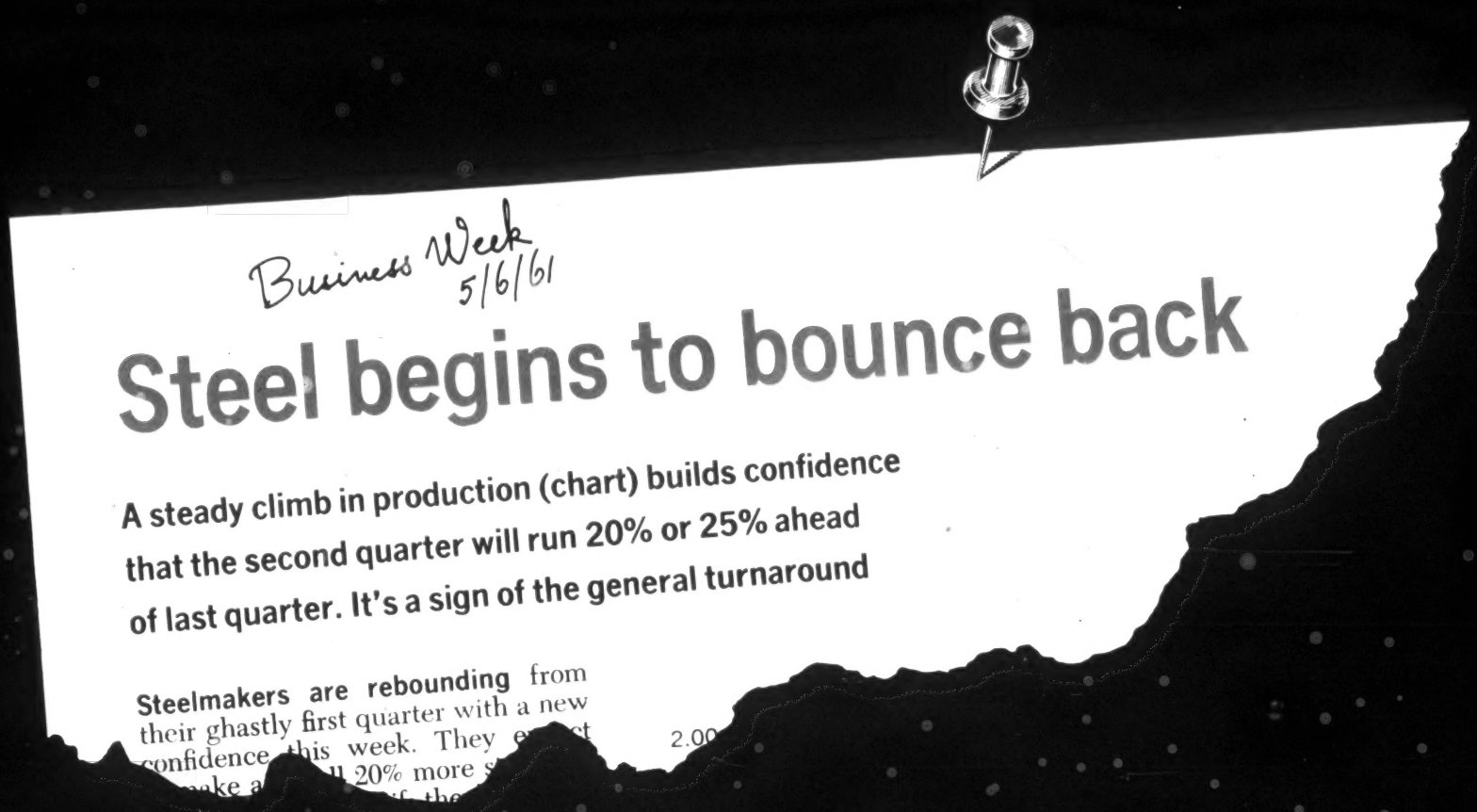
PRODUCT DESIGN
Product Engineering

PURCHASING-INDUSTRIAL AND BUSINESS
Purchasing Week

TEXTILES
Textile World

TRUCK AND BUS FLEETS
Fleet Owner

OVERSEAS PUBLICATIONS
International Management (Latin America and European Edition)
The American Automobile
El Automovil Americano
Ingenieria Internacional
Industria
Ingenieria Internacional
Construccion
Metalworking Production (London)


Business Week
5/6/61
Steel begins to bounce back
A steady climb in production (chart) builds confidence
that the second quarter will run 20% or 25% ahead
of last quarter. It's a sign of the general turnaround
Steelmakers are rebounding from
their ghastly first quarter with a new
confidence this week. They
20% more
2.00

There's business waiting for the company that goes after it!

This is the time to sell...
and sell hard...with
business publication
advertising

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.
330 WEST 42nd STREET, NEW YORK 36, N. Y.

'Mr. Sloan Was Very Cordial' . . .

Ben Duffy Recalls How He Sold Ad Ideas to Alfred Sloan, GM, Crowell

General Motors Uses Small Town Media in Big Way in '20s

By Ben Duffy

I was 25 years old and head of the media department when I started wondering about General Motors and how it could increase its advertising impact. In those days (the late '20s), the company didn't have many dealers. I remembered a remark by Senator Capper, who published *Capper's Weekly*. He said: "The automobile manufacturers will never build roads in the farm areas unless they first sell the people on buying automobiles. All of them are perfectly happy unless you advertise to them, and the more you advertise the more they will begin to buy cars and thereby they will want new roads."

I went traveling by car through Minnesota, Iowa, Wisconsin and other states. When you got out of the cities there were only dirt roads. It was a tough way to travel: Lots of times the car had to be pushed out of ruts.

■ The trip gave me an idea—an idea that took about six months to check out. I started looking at small town newspapers, figuring advertising costs. We used to pay 25¢ an inch—that was the average price—for newspaper space. That's the way rates were based: not by the line but by the inch. When I got all the figures, I put them into the form of a presentation.

In the presentation, I started by saying how I'd selected the various papers. There were about 2,000 of them, and I called them "papers twice removed from the big cities."

One day I knocked on Bruce Barton's door. "Mr. Barton," I said, "I'd like you to look at something."

I got into what the plan would do for General Motors: Open up new dealers; improve roads (by making people owning cars want such improvement); increase GM's prestige; improve GM's position with banks (usually the mayor of a town or the bank there owned the auto agency, so you could accumulate good will by giving such dealerships some advertising), and finally, increase small town sales.

■ By the time I'd finished, Bruce was interested enough to pick up the phone and tell Alfred Sloan of the idea for General Motors. Mr. Sloan asked Bruce to come over to GM's New York office the next day. It was a busy night for our art department, working on the presentation charts and whipping the whole thing into shape.

The art people still had about three charts to finish when Bruce called me and said it was time to go to General Motors. I told the artist to get three cabs and as each chart was finished to send it along to GM immediately in one of the cabs.

It was touch and go. It seemed that just as I neared the point where I needed one of these last charts, a messenger would come rushing in. But when I had finished, Mr. Sloan looked up and said, "I think you have a good idea and it can't miss."

Just as we finished, Donaldson Brown, who was then chairman of GM's finance committee, stepped into Sloan's office. Sloan asked Brown to sit down and listen to part of the presentation. I didn't even get to the last page when Brown said, "This is terrific; I hope General Motors uses it. Even if it never sells a single car, it would be good business, because today we are carrying so many accounts in different banks that it would certainly be good news to see that General Motors is interested in expanding."

■ My idea included taking all of GM's big-city advertising budgets for its individual cars and spending the money on this new campaign. Instead of advertising each car individually, GM would now advertise them as part of their family of cars. What I didn't realize at the time was that my proposal to use small town media in a big way would start a trend among other national advertisers.

The next step was get the approval of General Motors' board of directors in Detroit. The board was meeting 48 hours later, so I had to pick up a couple of shirts and a toothbrush in Grand Central, because I didn't even have time to go home. I carried my new wardrobe in a black box.

When I got to the board room, with Barton, Mr. Sloan was very cordial. As a matter of fact, he even helped me off with my coat. I should have kept that coat; it was the first time anyone had ever done that for me.

When Barton and I finished, nearly everyone jumped with enthusiasm. The one exception was the Cadillac man. Apparently Cadillac didn't need any help—small towns didn't count as far as they were concerned.

Mr. Sloan stood up and reminded the board that they were sitting as GM directors and not as the heads of Buick, Oldsmobile and Cadillac. He said they should think of the corporation as a whole. They voted again, and this time it was unanimous.

The result was that the agency billed $800,000 with GM for each of the next three years. By the time the fourth year rolled around, believe it or not, the goals of the campaign had been accomplished. General Motors had more dealers, and roads were improved in rural areas. This was a revolutionary change for one whole section of the country.

Sen. Capper was right: Unless you tell people that they want a product, they will never buy.

■ The end of the General Motors story is that at the time all this was taking place, I was making $2,500 a year. When the campaign broke, Roy Durstine called me into his office and doubled my salary.

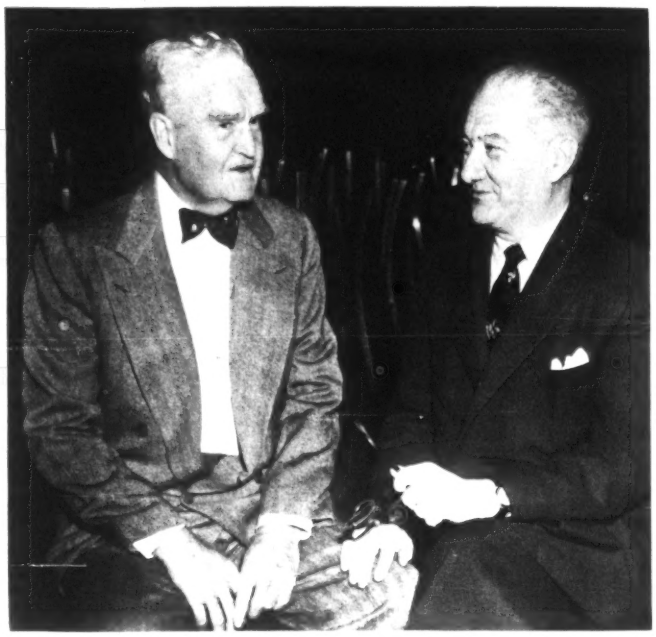
Frank Hubbard was my immediate superior at that time, and when he found out that Durstine had doubled my salary he called me into his office and said, "I hope you understand, but you are getting in salary now as much as you will ever get while you are working for BDO."

• • •

In November, 1930, I was returning from a trip to California. People were just beginning to feel the impact of the 1929 crash, and all around the country there were cries of fear. There was plenty of unemployment, and company after company was going out of business.

Looking out the train window, then, I was amazed to see how well the farms looked. I thought, somehow, of the story of the house founded upon rock: The rains came and the wind blew, but that house rode out the storm. And, I

(Continued on Page 38)



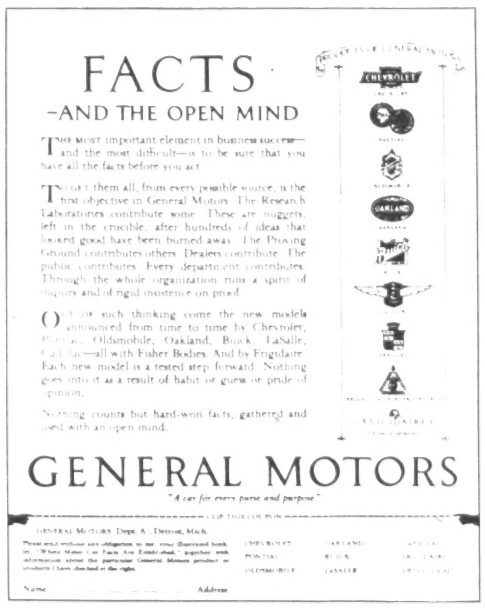
AT HEIM—*Ben Duffy (right) was president of Batten, Barton, Durstine & Osborn when shown here with Bruce Barton, chairman, at the agency's annual meeting in 1956, shortly before Mr. Duffy suffered a cerebral hemorrhage. In 1957 he courageously returned to work, became vice-chairman.*

An Ad Pioneer Looks Back

Ben Duffy, one of advertising's foremost pioneers still active in the business, has been compiling recollections of his agency career in a book soon to be published. ADVERTISING AGE *presents here two excerpts, telling the story of an early campaign and an ad he conceived. The campaign was for General Motors; it was to set a pattern for national advertisers. The ad was an unusual (if not the first) five-page newspaper ad, for the old Crowell Publishing Co. in the depths of the depression. The excerpts give a rare glimpse into the ways of a great advertising man, and what moved him on to success.*

Bernard Cornelius Duffy, who went to work for Barton, Durstine & Osborn at 17, rose in 27 years from office boy to president of BBDO, formed in 1928 via merger with the old George Batten Co. He became space buyer at 18, media department head at 23, exec vp at 41 and president at 44. During his tenure as president from 1946 to 1957, BBDO billings rose from $51,000,000 to $216,000,000.

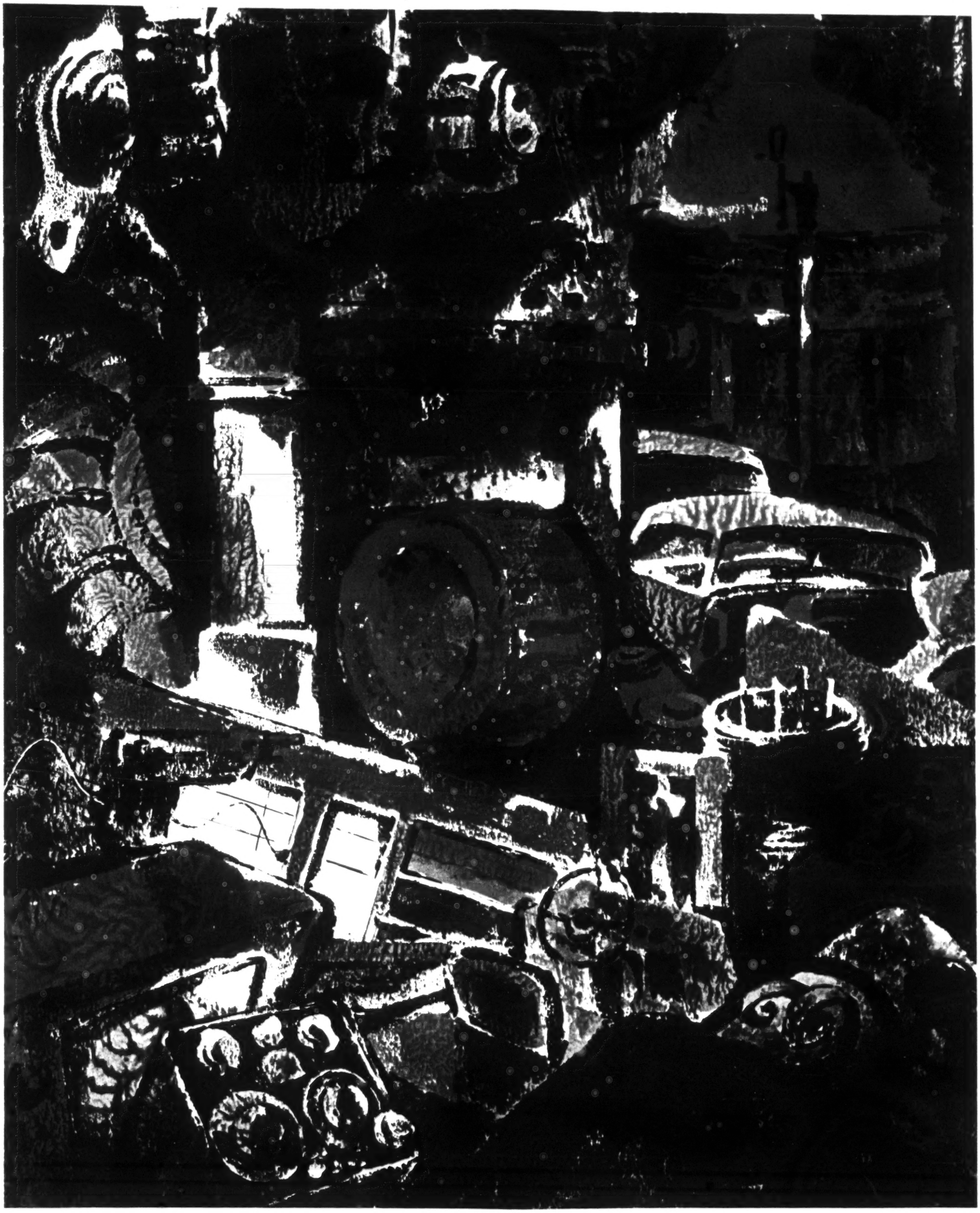
In December, 1956, Mr. Duffy was stricken with a cerebral hemorrhage, but by the following July he was able to make his reappearance at the office. His dogged determination to make a comeback was later acclaimed by his friend, Dwight Eisenhower, as "a thrilling thing." Today Ben Duffy is vice-chairman of the board of BBDO.



IN HINTERLANDS—*GM spent $2,400,000 in three years on ads like this in small town newspapers in '20s. Idea for strengthening GM impact in hinterlands was Ben Duffy's. It worked.*

. . . "and the rain descended, and the floods came, and the winds blew, and beat upon that house; and it fell not: for it was founded upon a rock"
The HOME founded upon a ROCK
. . . and in the service of these homes
8,550,000
Crowell Magazines per issue
2,600,000 Circulation
2,200,000 Circulation
2,250,000 Circulation
1,500,000 Circulation
Crowell PUBLICATIONS
The largest magazine circulation unit in America

FIRST FIVE-PAGER—*Duffy got the idea for this five-page ad for Crowell Publishing Co. while riding on a train. He believes it was the first time an advertiser used that many pages. The ad ran Jan. 12, 1931, in the New York Times, Herald-Tribune, Telegram, Chicago Tribune, Philadelphia Bulletin, Detroit Free Press, Boston Herald Traveler, San Francisco Examiner, Cincinnati Enquirer, Cleveland Plain Dealer, Los Angeles Times and St. Louis Globe-Democrat.*



Metalworking management men acknowledge the editorial authority of **The IRON AGE.** And little wonder. They see it quoted frequently in the nation's press. They buy and sell metals subject to its weekly price quotations. They read it first for reporting and interpretation of late industry news and technical developments. A magazine and a market inseparable . . . one of 19 Chilton business publications. **CHILTON COMPANY,** Chestnut & 56th Sts., Philadelphia 39, Pa.

Available Now

Unusual Rental Offering

FILM, PHOTO or RECORDING STUDIO SPACE

Near North Side Prestige Location Within Walking Distance of Chicago's "Loop."

56 E. Superior St.

- Ground Floor
- 15 Foot Ceiling Studio
- 7 Executive Offices
- Private Truck Entrance
- 8,325 Square Feet
- Convenient to Public Transportation & expressways

—located in—

Advertising Age's Advertising Center

Call Mr. Linder

WHitehall 4-7373

Browne & Storch

Managing Agents

919 North Michigan Ave.

Ben Duffy Recalls . . .

thought, a country like ours, founded on a good solid foundation, cannot go to ruin. An idea for an advertisement came to mind, and I started to write. I was sure this would be a wonderful ad for one of the Crowell-Collier magazines. Before I knew it, I had developed the idea into a five-page advertisement.

By the time the train got to New York, I had the layout and the copy approach all figured out. I could hardly wait to present the idea to Tom Beck, then president of Crowell Publishing Co. (later Crowell-Collier), and a very good friend of mine. When I got to him I just told him about the idea; I didn't bring my copy or rough layouts. Beck liked the idea and asked me to come back with more concrete plans.

Lacking confidence in my copywriting ability, I asked T. Cronyn, a BBDO copywriter—he was always called T. Cronyn—to write the ad for me. Some artists got to work on the layouts.

When Tom Beck saw the result he said, "That's not what you told me; go back and write it the way you explained it." That meant I had to write the whole thing myself.

So I started out like this: ". . . And the rain descended, and the floods came, and the wind blew, and beat upon that house; and it fell not: For it was founded upon a rock." The next four pages carried more copy and circulation figures for the *American, Collier's, Woman's Home Companion* and *Country Home*.

■ When Beck saw it he said, "Boy, this is good. How long will it take you to finish it?" Well, you know it doesn't take long when you're hungry, and as an agency, we were really hungry.

The next step was selection of media. This was the first time, so far as I could remember, that an advertiser used five pages for a single ad. Knowing how scarce money was then, I couldn't conceive of running the advertisement in papers other than those in New York and Chicago. However, Tom Beck had different ideas. He wanted to run it in about 12 papers around the country.

The morning it broke in all the papers, Jan. 12, 1931, I could hardly wait for our newsboy to deliver my copy. It looked great. I rushed to show my wife, Marion, and I was really proud. All the people on the commuter train to New York were talking about it. The comments were fine.

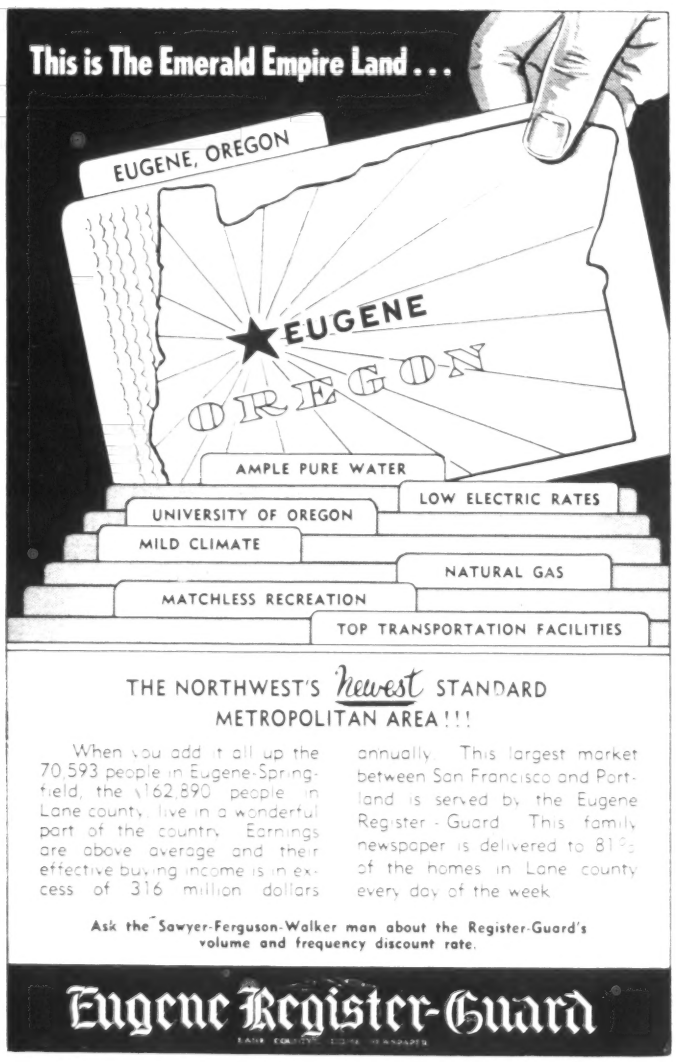
I called Tom Beck as soon as I got into the office and told him of my "survey" of comments on the train. He replied, "You should see the telegrams I've received." I was quite happy.

■ Bruce Barton, who'd been abroad while all this was going on, arrived in New York the day the campaign broke. When he saw the five-page ad, he said, "It's wonderful! Who did it?" He was told, "A young fellow in your media department; his name is Ben Duffy."

No one on Madison Ave. had heard of me. But Bruce knew me because the agency'd once employed only 12 people—and in those days everyone knew everybody else, whether it was mailboy or president.

And only the other day, Frank Braucher, who was Crowell's advertising director in the '30s, was kind enough to call it a "great advertisement" with a "plain, simple message." He added, "It is a sad and useless commentary, but if Crowell had carried on with the same imagination and adherence to fundamentals, it would be alive today." ≠

OLDEST—*The Denver Advertising Club's oldest active member, Cecil Conner, Conner Advertising Agency (right), receives a present from the club for 50 years of continuous active service in the club. Jim Austin, Colorado Rancher & Farmer, presents the desk set.*



THE NORTHWEST'S *newest* STANDARD METROPOLITAN AREA!!!

When you add it all up the 70,593 people in Eugene-Springfield, the 162,890 people in Lane county, live in a wonderful part of the country. Earnings are above average and their effective buying income is in excess of 316 million dollars annually. This largest market between San Francisco and Portland is served by the Eugene Register-Guard. This family newspaper is delivered to 81% of the homes in Lane county every day of the week.

Ask the Sawyer-Ferguson-Walker man about the Register-Guard's volume and frequency discount rate.

Eugene Register-Guard

CBS-TV Stations Set Foreign Program Exchange

CBS-TV stations division has announced an international program exchange involving the five CBS owned stations and various foreign broadcasting companies. Beginning in mid-June, and continuing for a period of several months, WCBS-TV, New York; KNXT, Los Angeles; WBBM-TV, Chicago; WCAU-TV, Philadelphia; and KMOX-TV, St. Louis, will broadcast "The International Hour," "The American Musical Theatre," a series produced by WCBS-TV, has been chosen as the program to be shown abroad.

Curtis Buys Pyramid Rubber

Helene Curtis Industries, Chicago, has acquired Pyramid Rubber Co., Ravenna, O., subject to stockholder's approval. Ketchum, MacLeod & Grove, Pittsburgh, has been handling advertising for Pyramid, manufacturer of Evenflo baby feeding equipment. Helene Curtis' agencies are Campbell-Mithun; Edward H. Weiss & Co.; and McCann-Erickson, in Chicago; and Altman Stoller Advertising, New York.

Tillamook Offers Tillie as Premium in TV Campaign

Tillamook County Creamery Assn., Tillamook, Ore., marketing agency for Tillamook cheese, sold throughout the West, has launched the heaviest tv schedule in its history, using selected stations in Oregon, Washington and California. The new promotion is part of a policy of concentrating advertising rather than buying several media simultaneously. During the past year the company has used tv, radio, newspapers and magazines.

Tillie

The new tv promotion offers as a premium a reproduction of Tillie the Tillamook cow for 75¢ and the word "Tillamook" taken from a wrapper or rind of Tillamook natural cheddar cheese. Previously Tillie was available only at the Tillamook cheese kitchens, where it was sold as a souvenir. Showalter Lynch Advertising Agency, Portland, handles the account.

Rodkin Promotes Four

Sander Rodkin Advertising Agency, Chicago, has promoted William Westervelt, formerly vp, to exec vp and art director; Ray Freedman, account executive, to account supervisor and merchandising director; Philip Cane, account executive, to senior account executive and copy chief; and Robert Vendl, a former free lance artist and a new employe, to assistant art director. The agency has been appointed to handle advertising for Power Instruments, Skokie, Ill., a new company planning to spend from $10,000 to $50,000 on advertising, chiefly in industrial media, direct mail and collateral.

Bayard Moves to New York

Jere Bayard, head of Jere Bayard Advertising, Los Angeles, is moving to New York, effective June 12. Mr. Bayard, also president of Flav-R Straws of the West, said he plans to take over the eastern territory of the product and also to handle the advertising account. He said other clients would continue to use the agency after its relocation.

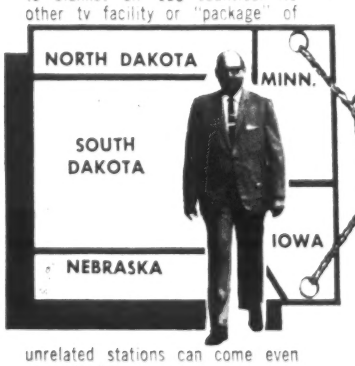
Calvert Rug to Golnick

Leon Shaffer Golnick Advertising, Baltimore, has been named agency for Calvert Rug Inc., Baltimore. It will handle both contract and consumer advertising.

KELO-LAND

is a 103-county market. We have engineered KELO-LAND TV coverage to blanket all 103 counties. No other tv facility or "package" of unrelated stations can come even close to it!

ONE BUY! ONE RATE CARD! ONE FILM ORIGINATION GETS YOU ALL KELO-LAND SIMULTANEOUSLY!



MAJOR MARKET
TIE IT UP TIGHT WITH ONE BUY!
KELO tv LAND
KELO-tv SIOUX FALLS and boosters
KDLO-tv Aberdeen, Huron, Watertown • KPLO-tv Pierre, Valentine, Chamberlain
JOE FLOYD, Pres.; Evans Nord, Gen. Mgr.; Larry Bentson, Vice-Pres.
Represented by H-R *In Minneapolis by Wayne Evans & Associates*
CBS • ABC

KELO-LAND TV GIVES YOU:

24.8% more viewers than the highest rated Omaha station.

27.7% more viewers than the highest rated Des Moines station.

93.0% more viewers than the highest rated North Dakota station.

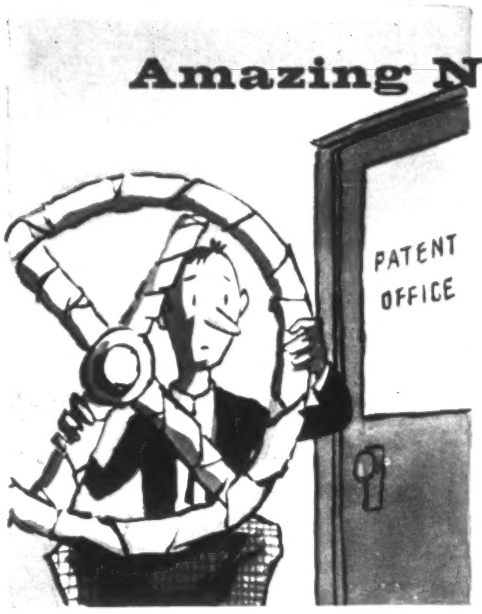
51.6% more viewers than the highest rated Duluth-Superior station.

Source: ARB Audience Reports November 1960, average quarter-hour homes reached Sunday thru Saturday 9 a.m. to midnight.

Washington looks different at night. Its second largest "industry," Tourism (the city teems with 7,000,000 visitors yearly) closes shop at nightfall. Its major industry, Government, keeps white collar hours too.

The day's monumental events fade into the relaxation of upper income living. Evening newspaper city—more so than most. Your prime Washington market becomes most receptive to your advertising message—at home—at ease—in the evening. This is why advertisers who know the Washington scene prefer the evening *selling* strength of The Star.

THE WASHINGTON STAR



If you've never sampled the services of Century—you're in for an "amazing new discovery". Why settle for less than the best...Century Service!

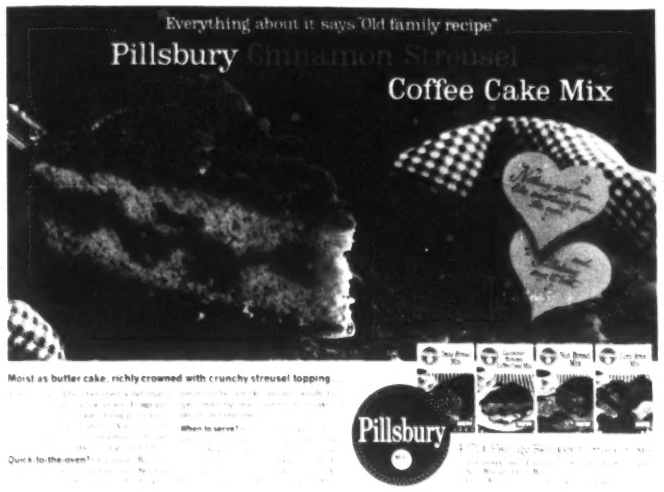
You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541


Everything about it says 'Old family recipe'
Pillsbury
Coffee Cake Mix
Moist as butter cake, richly crowned with crunchy streusel topping
Pillsbury

COLOR BOW—*Pillsbury is featuring its new cinnamon streusel coffee cake mix in color spreads July 9 in Sunday supplements. The company introduced the cake with b&w newspaper ads in 100 markets several months ago. Campbell-Mithun is the agency.*

INSIDE SOLID CINCINNATI:

"Somebody must have told Huntley we Cincinnati Enquirer families have $600 more a year to spend."

.....SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more than the average Cincinnati family. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market that-matters* in Cincinnati, call or write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.

Summer Ad Budget Boosts Forecast by 27% of Stores: BofA

NEW YORK, June 6—About one in every four retail stores will increase its summer ad budget this year, and newspapers will get nearly all the money.

That was the word today from the Bureau of Advertising of the American Newspaper Publishers Assn., as it fed out figures from its eighth annual summer survey among 235 retailers in 101 markets.

Some bureau gleanings:

- Of the retailers, 27% expect to hike their budgets; 59% will invest the same amount as last year; only 14% intend to pare their outlays.
- Total budgets of 22% of the merchants will be steered to newspapers; 36% will invest 90% to 99% in the medium; while 21% said they'll spend anywhere from 80% to 89% there.
- Outdoor living was top dog in the promotional theme category, with 86% of the retailers planning to use it; 26% of these will give it a dominant role.

■ On the competitive side, BofA reported that retailers sighted a further trend toward a buyers' market. This year 64% said sales would be up (versus 69% a year ago); 27% looked for the same volume; 9% expected summer sales drops. #

Nahl Joins Burnett as Research Supervisor

Perham C. Nahl has joined Leo Burnett Co., Chicago, as staff economist and research supervisor—a new position. Mr. Nahl formerly was director of creative research of Needham, Louis & Brorby, Chicago, and was associated with that agency for 15 years.

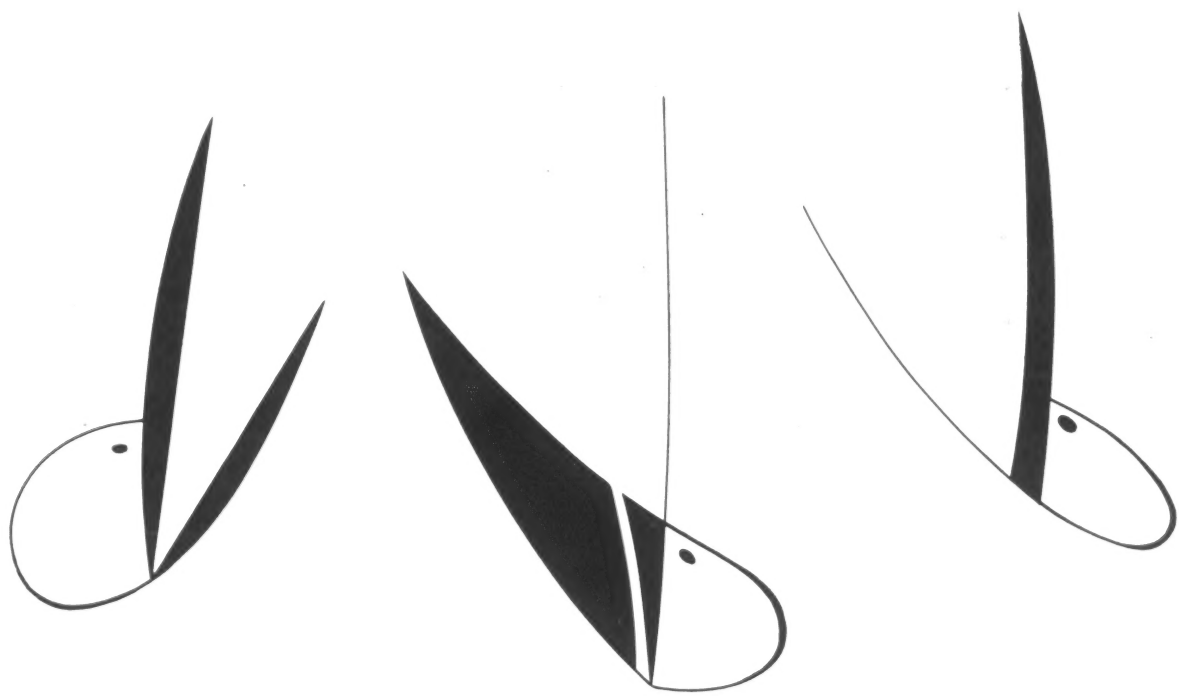
Perham Nahl

His successor has not been named by NL&B.

Schaefer Buys Standard

F. & M. Schaefer Brewing Co., Brooklyn, N.Y., has acquired Standard Brewing Co., Cleveland. Gerst, Sylvester & Walsh, Cleveland, will continue to handle Standard's line of beer and ales, which include Standard premium beer, Red Velvet ale and Red Label Lager Supreme. Batten, Barton, Durstine & Osborn, New York, is Schaefer's agency.

All Florida Magazine reaches more Florida Food Lovers than any other Medium



The Sunday Supplement reaching more Floridians than any other Medium!

allFlorida

TV WEEK MAGAZINE

When it comes to "food lovers" . . . All Florida TV Week Magazine is "for the birds"! Uh-huh, that's what we said! For . . . despite popular belief . . . our feathery friends are true "food lovers"; they can eat three times their weight a day! Floridians don't eat quite that much, but do spend an average of $826 per family annually in supermarkets against the national average of only $623. All Florida TV Week is 100% "for" these Florida "food lovers" . . . (or ANY OTHER GROUP you want to sell) . . . reaching over 710,000 families weekly, per latest Publishers' Reports . . . more coverage than any other medium! How's that for "reaching"?

Your advertising message gets 7-day pulling power through complete TV listings . . . plus statewide circulation . . . or the market-by-market flexibility of 6 circulation zones. So at the risk of sounding proverbial . . . "the early bird gets the worm"! Check your local Kelly-Smith Representative TODAY . . . for the complete story!

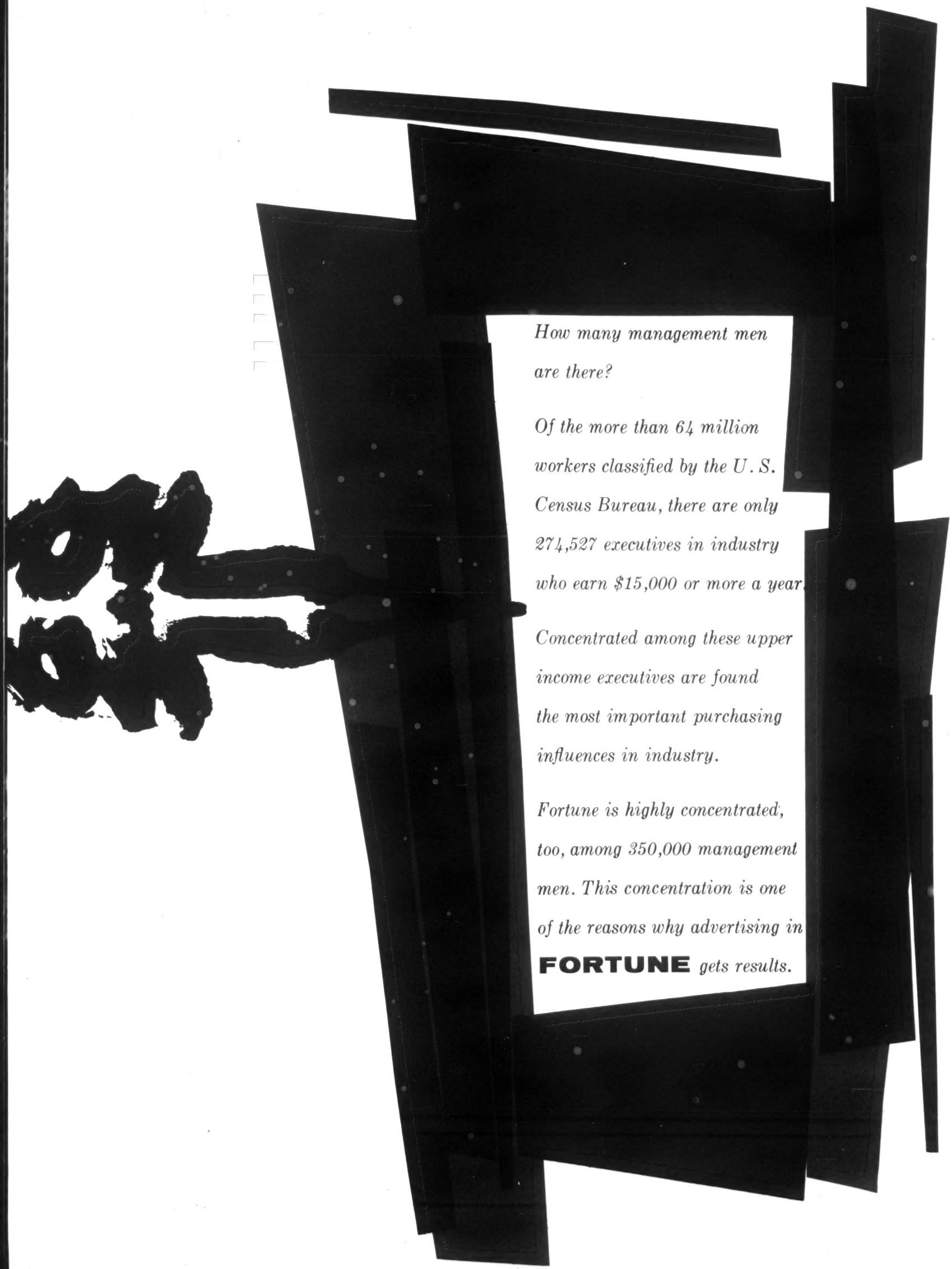
Distributed in 19 Newspapers

DAYTONA BEACH Sunday News-Journal, DELAND Sun News, FORT MYERS News-Press, FT. PIERCE News-Tribune, GAINESVILLE Daily Sun, JACKSONVILLE Florida Times-Union, LAKELAND Ledger, LEESBURG Daily Commercial, MELBOURNE Times, MIAMI News, OCALA Star Banner, PALM BEACH Post-Times, PANAMA CITY News-Herald, PENSACOLA News-Journal, SARASOTA Herald-Tribune, ST. PETERSBURG Independent, TALLAHASSEE Democrat, TAMPA Times, WINTER HAVEN Daily-News Chief.

Represented nationally by KELLY-SMITH COMPANY

ATLANTA — 1627 Peachtree Street, BOSTON — Parker House Office Building, CHICAGO — 230 North Michigan Avenue, DETROIT — New Center Building, LOS ANGELES — 5225 Wilshire Boulevard, MIAMI — 121 Southeast 1st Street, NEW YORK — 750 Third Avenue, PHILADELPHIA — Philadelphia National Bank Building, SAN FRANCISCO — 235 Montgomery Street, SYRACUSE — 472 South Salina Street.

Concentrati

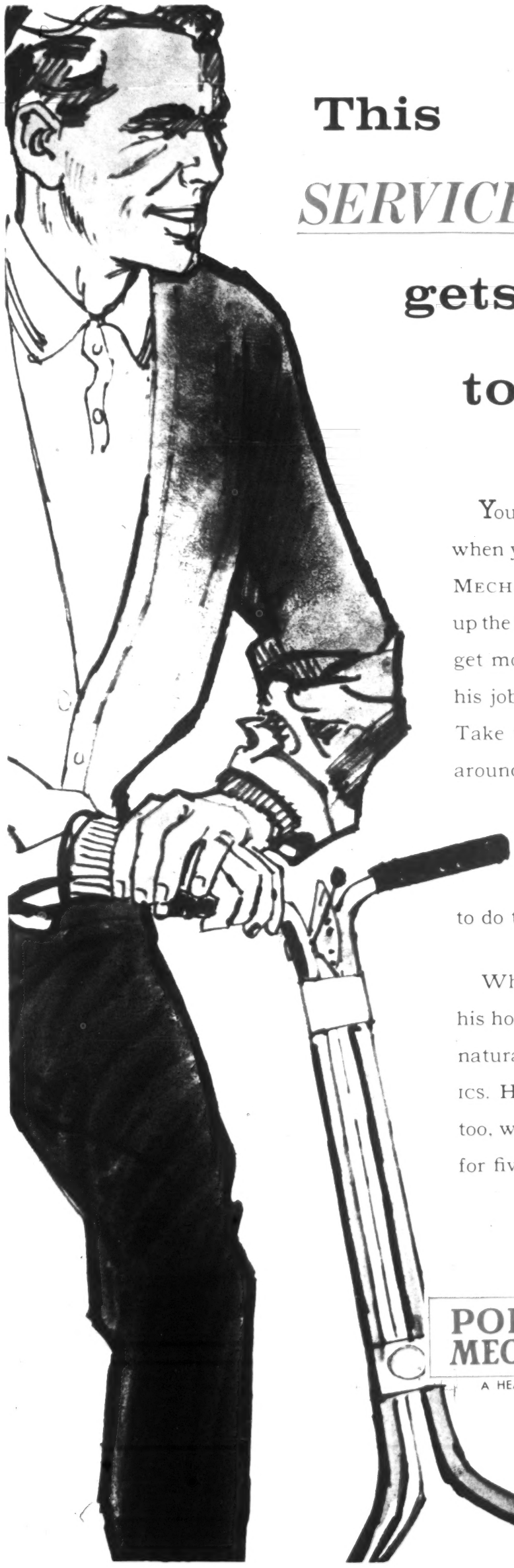


How many management men are there?

Of the more than 64 million workers classified by the U. S. Census Bureau, there are only 274,527 executives in industry who earn $15,000 or more a year.

Concentrated among these upper income executives are found the most important purchasing influences in industry.

Fortune is highly concentrated, too, among 350,000 management men. This concentration is one of the reasons why advertising in **FORTUNE** *gets results.*



This *SERVICE* magazine gets home to a *MAN*...

You can get mighty close to a man when you talk his language. POPULAR MECHANICS does just that by serving up the kind of editorial that helps a man get more enjoyment out of his home, his job and his leisure-time activities. Take the man whose interests center around his home. For him, PM carried over 428 pages of home maintenance editorial last year—projects to do and what to do them with.

When it comes to such things as his home, his car, his boat, a man just naturally turns to POPULAR MECHANICS. He'll turn to your product story, too, when it is in the *service* magazine for five million men.

POPULAR MECHANICS
A HEARST MAGAZINE

Reporting the mechanics of modern living!

Coming Conventions

*Indicates first listing in this column.

JUNE

11-14. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

11-14. National Assn. of Direct Selling Companies, 47th annual convention, La Salle Hotel, Chicago.

11-23. Advertising Federation of America, third annual management seminar in advertising and marketing, Chatham Bars Inn, Cape Cod, Mass.

12-14. Poster Advertising Assn. of Canada, Chantecler Hotel, Ste. Adele, Quebec Canada.

19-21. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

21-24. Trans-America Advertising Agency Network, annual meeting, Sheraton-Plaza Hotel, Boston.

21-25. National Editorial Assn., annual convention, Hotel Utah, Salt Lake City.

*23-25. Northwest Daily Press Assn., summer meeting, Madden's Lodge, Brainerd, Minn.

25-28. National Retail Merchants Assn., annual sales promotion, convention, Mount Washington Hotel, Bretton Woods, N. H.

25-28. New England Newspaper Advertising Executives Assn., summer meeting, Mount Washington Hotel, Bretton Woods, N. H.

25-29. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

25-29. National Advertising Agency Network, annual management conference, Broadmoor Hotel, Colorado Springs.

25-29. American Academy of Advertising, annual meeting, University of Washington, Seattle.

JULY

9-12. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

AUGUST

1-4. Advertising Age Creative Workshop, fourth annual session, Palmer House, Chicago.

18-19. Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N. C.

SEPTEMBER

8-10. Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines.

11-17. Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago.

20-22. International Advertising Assn., fourth international conference, Madrid.

21-23. Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa.

30-Oct. 1. Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, O.

OCTOBER

10-13. Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York City.

12-14. National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago.

*15-17. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

*15-18. American Assn. of Advertising Agencies, western region convention, Hotel del Coronado, Coronado, Cal.

16-17. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

*19-20. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

22-27. Outdoor Advertising Assn. of America, Diplomat Hotel, Hollywood-By-The-Sea, Fla.

28-31. National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago.

NOVEMBER

2-4. Assn. of National Advertisers, annual national meeting, The Homestead, Hot Springs, Va.

6-8. Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

7-9. Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago.

*13-15. Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla.

15-17. Television Bureau of Advertising, annual meeting, Statler-Hilton, Detroit.

Glennie Joins Nielsen

James W. Glennie, formerly senior account representative in the Chicago office of International Business Machines, has been appointed special assistant to A. C. Nielsen Jr., president of A. C. Nielsen Co. He will investigate and help develop diversification activities for the company.

Ronalds-Reynolds Names Two

Ronalds-Reynolds & Co., Toronto, has named Claire Creswell a copywriter, and has moved Kenneth A. Munro from its Montreal to its Toronto office as account executive on Nestle (Canada) Ltd.

Announcing...

A
Definitive Study of
Household Coverage
of Daily Newspapers
in the

BALTIMORE
STANDARD
METROPOLITAN
AREA

Prepared by
Daniel Starch & Staff

a definitive study of household coverage of daily newspapers in the Baltimore Standard Metropolitan Area

Because of the manner in which Baltimore Daily Newspapers are sold to National advertisers . . .

A study of household coverage and interlock, or duplication, is of the greatest importance.

This study, which has just been completed, was conducted by Daniel Starch & Staff.

For the latest facts on Baltimore Daily Newspaper coverage—ask the H.A.S. Man.

The **Baltimore News-Post**

Maryland's Largest Daily Newspaper

Represented Nationally by HEARST ADVERTISING SERVICE, INC.

OFFICES IN: New York Boston Albany Baltimore Philadelphia Pittsburgh Miami Beach Chicago Detroit Milwaukee San Antonio Dallas Los Angeles San Francisco Seattle

Included in this Daniel Starch Study of Household Coverage in the Baltimore Standard Metropolitan Area:

- TOTAL HOUSEHOLD COVERAGE
- EXCLUSIVE HOUSEHOLD COVERAGE
- HOUSEHOLD COVERAGE (3 OR MORE PERSONS HOUSEHOLDS)
- COVERAGE OF HOUSEHOLDS WITH CHILDREN UNDER 15 YEARS OF AGE
- COVERAGE OF HOUSEHOLDS WITH MEN UNDER 35 YEARS OF AGE
- COVERAGE OF HOUSEHOLDS WITH WOMEN UNDER 35 YEARS OF AGE
- COVERAGE OF HOUSEHOLDS USING OR PURCHASING SPECIFIED GROCERY PRODUCTS DURING THE PAST MONTH

IT'S
BACON'S
for
COMPLETE COVERAGE
of
MAGAZINES!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

● There's only one way to get **complete** and **reliable** clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER
—now with quarterly revisions. 100% accurate. 352 p.p —$25.00. Send for your copy today!

Kleenex, Johnson, GE Dishwashers Tops in Consolidated Analysis Cities

Gerber Baby Food, RCA TV Sets Also High in 19-Market Tabulation

MILWAUKEE, June 6—Kleenex facial tissues, General Electric automatic dishwashers and Johnson's paste and liquid floor waxes are the leading brands in all 19 cities covered in the 1961 Consolidated Consumer Analysis.

A product of the combined efforts of 19 newspapers, the analysis book reports, market by market, buying habits and brand use in more than 100 basic product categories. The markets are Columbus, Denver, Duluth-Superior, Fresno, Honolulu, Indianapolis, Long Beach, Milwaukee, Modesto, Omaha, Phoenix, Portland, Ore., Providence, Sacramento, Salt Lake City, San Jose, Seattle, St. Paul, and Wichita.

The percentage of use of Kleenex facial tissues ranges from 78% in Wichita to 41.2% in St. Paul. GE's use percentage in automatic dishwashers reaches a high of 51.2% in Sacramento, and drops to a low of 28.8% in Indianapolis. The range for Johnson's paste floor wax is from 81.2% in Columbus to 47.9% in Sacramento; percentages for Johnson's liquid floor wax range from 61.7% in Honolulu to 35.6% in Phoenix.

Close to being first in all of the markets in the group in strained baby foods is Gerber, with 18 firsts. Only in St. Paul is another brand—Heinz—first. Among products for household laundry, Tide is first in 18 markets, exceeded in Honolulu by Rinso. Spic and Span leads in 18 markets among products for linoleum and tile floors, giving up first place in Salt Lake City to Mr. Clean.

■ RCA Victor tv is first in 18 markets, its use percentage ranging from 27.1% in Milwaukee to 12.4% in Phoenix. Zenith is first in Honolulu (17.9%).

Cat owners buy Puss 'n Boots most in 17 markets, giving it a use percentage range from 71.1% in Omaha to 20% in Sacramento. Calo is first in Providence (30.6%), and Tyrell's leads in Seattle (23.6%).

Chevrolet is the leading automobile brand in 17 markets, where its use ranges from 37.5% (Denver) to 21.9% (Indianapolis). Chevrolet tied with Ford in Modesto, each with 28.5%. Ford is first in Providence, with 30.1%, and in Duluth-Superior, with 26.6%.

Among cigarets without filter tips, among women, Pall Mall led in 18 markets, its use ranging from a high of 50.3% in Modesto to a low of 32.1% in Portland. The survey did not cover cigaret buying in Salt Lake City. Among filter tip cigarets, leaders in the women's market were Kent (first in nine markets), Winston (first in six) and Salem (first in three).

Kent's percentage ranged from 29.6% in Providence to 11.4% in Wichita and Indianapolis; Winston's from 23% in Omaha to 10.3% in Honolulu; and Salem's from 26.7% in Honolulu to 11.4% in Providence.

For men, Camel was the leading plain cigaret in 15 cities. Pall Mall was first in three markets. Camel's use percentages ranged from 42.3% in Modesto to 23.8% in Milwaukee, and Pall Mall's from 31.4% in Fresno to 23.3% in Indianapolis. Lucky Strike and Chesterfield were third and fourth, respectively, in all markets.

Winston was the leading filter cigaret among men in 14 markets. Its highest use percentage was 28.3% in Wichita, and lowest, 12.1%, in Honolulu. Kent was the first brand in four markets, ranging from 23.9% in Providence to 8.8% in Indianapolis. Salem was the leading brand among men in Honolulu, with 24.1%.

■ Colgate leads in 15 markets among toothpaste brands, its use percentage ranging from 47.6% in Honolulu to 25.2% in Denver. Crest is first in Seattle (34.9%), Portland (29.9%) and Long Beach (25.8%). Gleam has the dominant position in Milwaukee with 26.5%.

Among bottled soft drinks, 7-Up is first in 14 markets, its use ranging from 72.5% in Omaha to 4.3% in Providence (where it is in the seventh place). Coca-Cola's percentage is highest in Honolulu (49.9%) and Phoenix (28.8%). Cott leads in Providence (20.3%). Graf's in Milwaukee (44.1%), and Pepsi-Cola in Indianapolis (36.4%).

Coldspot is the leading home freezer brand in 16 markets (in Columbus, however, it is in 14th place). GE, Philco and Montgomery Ward are leaders in Providence, Columbus, and St. Paul, respectively.

In instant coffee, Maxwell House is first in 14 markets (ranging from 42.2% in Columbus to 20.1% in Milwaukee). In Omaha and Milwaukee, the leader is Butter-Nut, with 38.3% and 22.2%, respectively. Folger's leads in Wichita (31.3%) and in Modesto (24%).

■ The leader in peanut butter is Skippy in 16 markets, its use percentage ranging from 75.6% in Honolulu to 5.1% in Indianapolis, where Skippy is in fifth place. Peter Pan leads in Indianapolis, with 32.1%, and in Wichita, with 36.7%. In Seattle, the leading brand is Sunny Jim, with 31.9%.

Remington is the leading electric shaver for men in 17 markets, with a use range from 46% in Denver to 22.6% in Wichita. Norelco leads in Wichita, with 40.1%, and St. Paul, with 32.8%. Ronson is uniformly the fifth brand in all 19 cities covered in the survey, with its best showing—5.6%—in Portland. #

Hall Agency Promotes Three

Robert H. Bowers has been named exec vp of Hall & Co., Richmond, Va., and Ralph W. Smith and Otis J. White have been elected vps of the agency.

There's a $628,291,000 Sale Slip With These Groceries!

Sold in the 100-County Fort Worth Market

The 668,200 Households in the wealthy Fort Worth Market spent $628,291,000 food dollars in 1960 . . . 24.1% of the Texas total! This rich market is covered *best* by the Fort Worth Star-Telegram . . . an average of 34% daily family coverage in 99 West Texas Counties and 86.8% daily family coverage in Metro Fort Worth.

Write for your free copy of our current market and brand usage study.

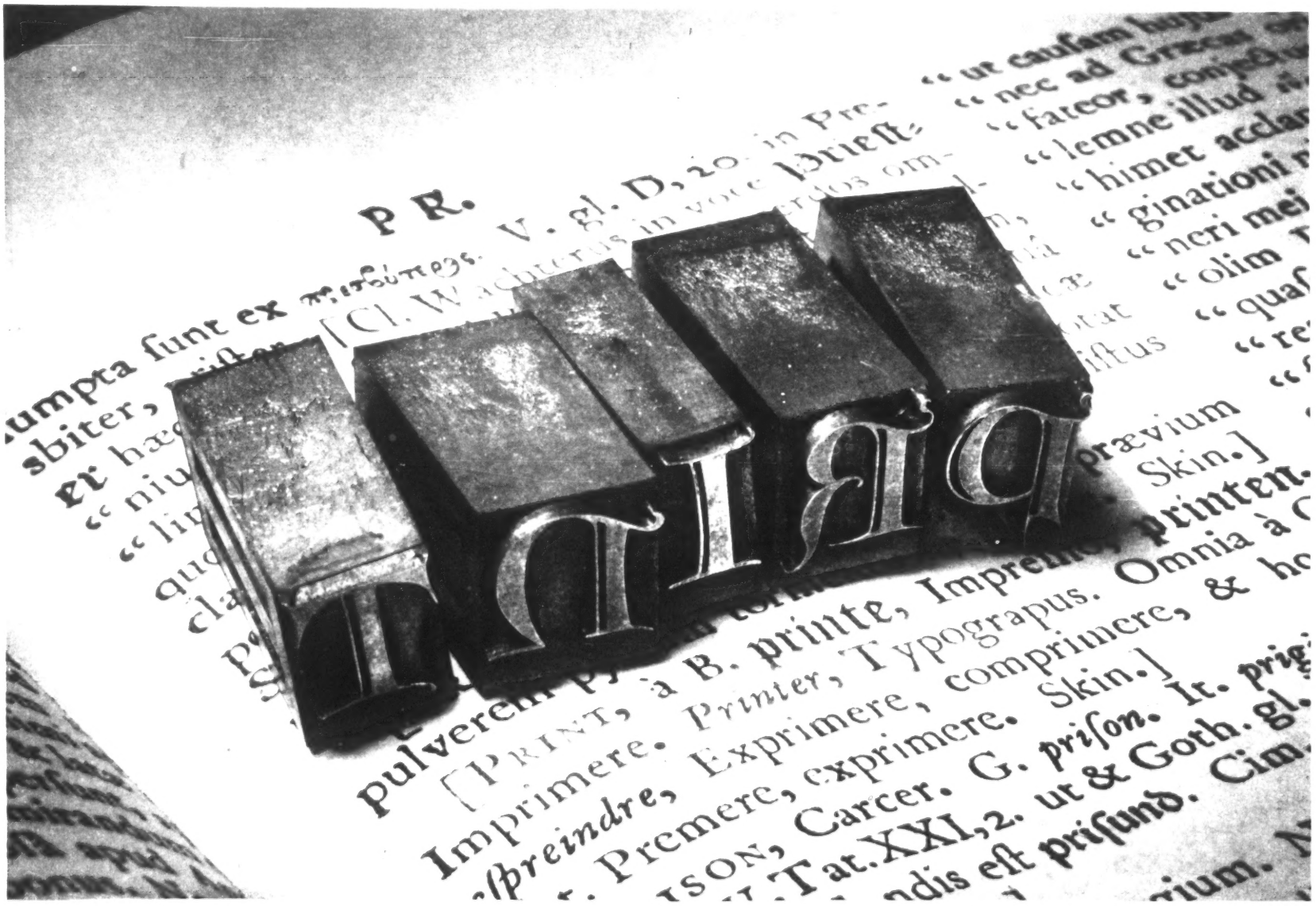
Sources: Sales Management, ABC Audit, 3/31/60

FORT WORTH STAR-TELEGRAM
Amon G. Carter, Jr., Pres. & Nat'l Advertising Director
Ralph D. Ray, Nat'l Advertising Manager

LARGEST COMBINED DAILY CIRCULATION IN TEXAS

without the use of schemes, premiums or contests
"Just a good newspaper"

THE WEIGHT OF CENTURIES adds power and dignity to print. Ever since Gutenberg revolutionized communications by printing from moveable type, printed words and pictures have shaped minds, habits, and nations. No other medium of communication can match the long-established power of print. American life has been shaped into many communities of people with common interests by national magazines and newspapers. Years of editorial service, based on respect for the printed word, have built responsive audiences. American industry, with its many competing brands of merchandise, has found merchandising power and security in printed advertising. The reading, believing, and buying habits of centuries are not easily broken. The advertiser who bases his campaign on print has on his side the weight of centuries of respect for printed communication.



Illustrator: Pierson Long is a creative photographic illustrator on the staff of Shigeta—Wright Associates, Inc.

A friend asked, "Why should you people at C M & H promote the general cause of national magazines, newspapers, and other print media? Your business is photoengraving." Correction! Our business, like that of publishers and other service organizations in the graphic arts, is *print*. We believe in print, and we appreciate the efforts of those who contribute to the high level of printed communication and advertising. This is why we are publishing this series of advertisements in collaboration with leading artists and photographers whose work adds quality and power to print.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant for letterpress and gravure • 333 West Lake Street, Chicago

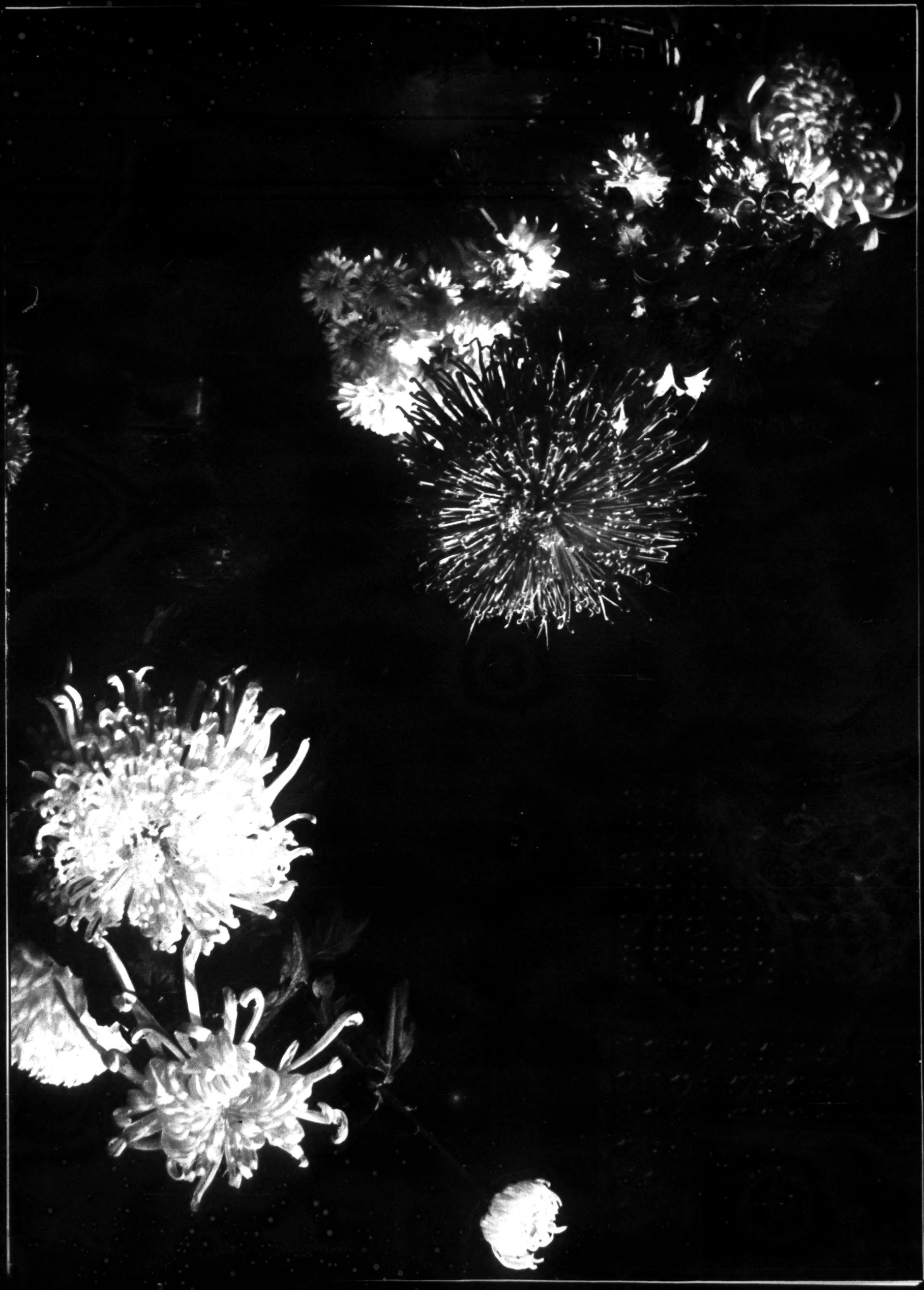
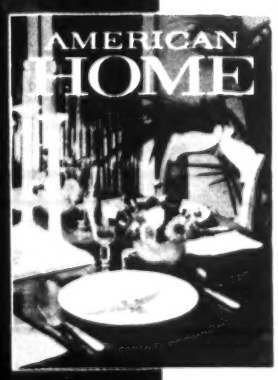


Photo from a recent American Home feature on mums.

the bloom of youth...



glows from every page of the new American Home. No wonder. Its editors are the youngest of any major magazine . . . young suburbanites attuned to the tastes and needs of today's new families. American Home gives its 12,250,000 readers (3,650,000 families) more home service features than any other mass magazine. Plant your advertising here and watch sales bloom.

Every Monday . . .

. . . 23,052* air conditioning, heating and refrigeration executives turn to *Air Conditioning, Heating and Refrigeration News* to keep abreast of key industry developments and competitive trends. Since 1926, the News has been foremost in serving their changing interests—foremost too, in paid circulation and in advertising linage. Should be foremost on your schedule, too.

*Average net paid circulation, ABC Audit Report, Dec. 31, 1960

AIR CONDITIONING
HEATING & REFRIGERATION
NEWS
450 WEST FORT STREET, DETROIT 26, MICHIGAN

Manchester Adds Drycleaners

National Institute of Drycleaning, Washington, has awarded its advertising and pr account to Manchester Associates, Washington. The competition also included Erwin Wasey, Ruthrauff & Ryan, its previous agency; Ketchum, MacLeod & Grove; and Bozell & Jacobs. A direct mail and trade publication drive for new members is planned.

Mitchell to 'Saturday Review'

Craig Mitchell, who said he would resign as assistant publisher of Buttenheim Publishing's *Overview* this month (AA, April 24), has joined *Saturday Review*, New York, as educational ad manager.

WCFL Names Wilson

Charles E. Wilson has been named director of research, merchandising and promotion of WCFL, Chicago radio station. He has been on the station's sales and sales promotion staff for four years.

Ad Sells Product; PR Promotes Image of Company: Zapp

VENICE, June 6—A total of 526 delegates from 30 countries left the International Public Relations convention after naming Montreal as the site of the 1964 international gathering which will be held Nov. 15 of that year. Among highlights of the convention were several outstanding talks:

Manfred Zapp, secretary-general of Deutsche Public Relations Gesellschaft, attracted considerable attention when he defined the place of public relations in the promotion program.

■ "To cultivate consumer relations is the task of public relations and advertising," he said. "The consumer is first interested in the product—this is principally the concern of advertising—and only secondarily in the producer or the distributor—this is more in the domain of public relations.

"The borderlines between public relations and advertising are not always very distinct," he said. "Public relations, however, has to be very careful not to cross these borderlines by promoting products instead of helping to clear the image of the company."

He further stated, "The promotion of the image of the product goes very closely with sales promotion. And sales promotion is a task of advertising, not of public relations. But as in this case, public relations and advertising are often very closely interrelated. Co-ordination must be one of the main aims in planning public relations."

■ Prof. Scott M. Cutlip, of the University of Wisconsin, stated that the programs for teaching public relations in the U.S., despite 40 years of experience, are still ill-defined, experimental and often superficial. The disputes between professors and professionals continue.

Prof. Leo J. Margolin, of New York University, estimated that in 1969 the U.S. will need 250,000 public relations experts; he figured that $6 billion will be spent on public relations activities by that year.

■ According to Lucien Matrat, of France, a member of the International Public Relations Assn., the problem facing the international convention was in finding a definition for this ill-defined job.

"We could very well see another 40 years go by," he said, "unless we take the opportunity offered by this gathering of the world's leading public relations experts to accept the compromises—the necessary synthesis which, by the end of this convention, will lead to a unity of conceptions of public relations and of the expert's role." #

'Nation's Business' Names Gray & Rogers as Agency

Nation's Business, published by the Chamber of Commerce of the U.S., Washington, has named Gray & Rogers, Philadelphia, as its agency, effective July 1. The agency previously handled the magazine's account from 1956 to 1959.

Owsley Joins 'Bride's'

Randolph G. Owsley Jr., formerly on the Chicago sales staff of *Look*, has joined the Chicago sales office of *Bride's Magazine*. He replaces William C. Drorbaugh, who has transferred to *Bride's* New York sales staff.

Walton Joins Remsen

John Walton has been named assistant to the president of Remsen Advertising, New Haven. He formerly was an account executive at Batten, Barton, Durstine & Osborn, New York.

95.8% of total cigarette lineage in Indianapolis newspapers appears in The Star and The News

They're in...in Indiana with The STAR and The NEWS
Morning & Sunday — Evening

Smoking habits follow reading habits in the 45-county circulation area of The Star and The News.

These two reading favorites have 52.8% coverage of the 684,000 homes in this $4.3 billion Central Indiana market—73.4% coverage in the metropolitan and retail trading zones!

Here's the most selling power—at lowest dollar cost—in this big, ready-to-buy market.

The Indianapolis Star and The Indianapolis News

Kelly-Smith Company National Representatives

ANNOUNCING

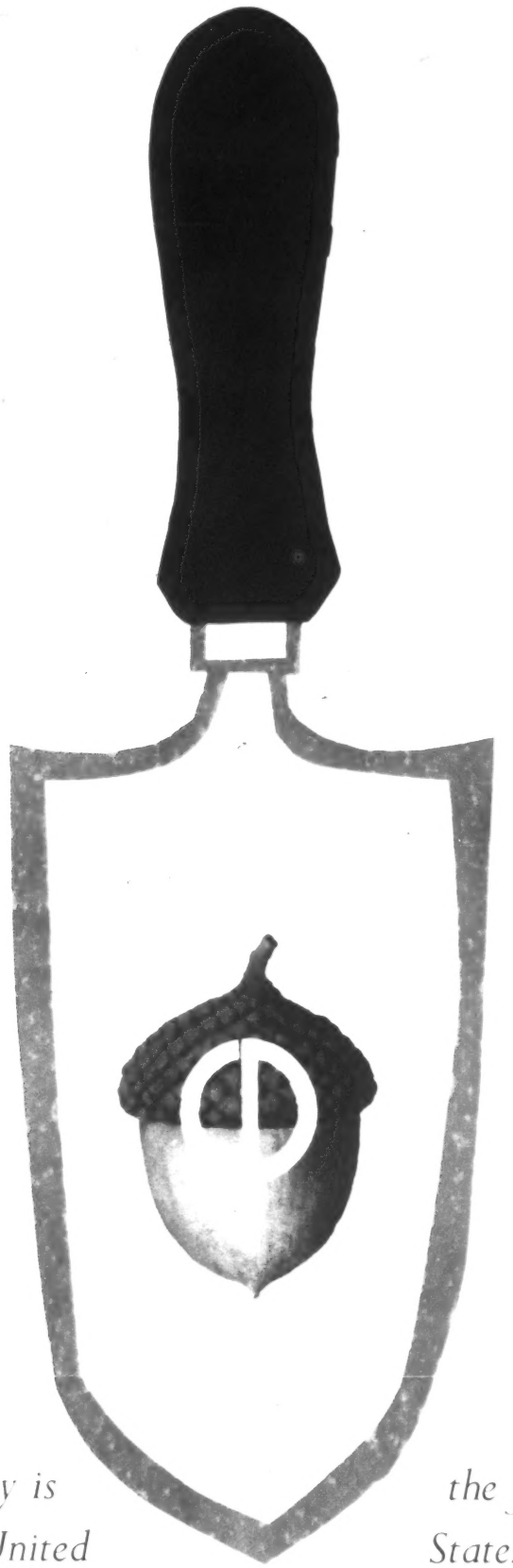
...a new kind of publication.

A professional publication for scientists and engineers covering the entire spectrum of science and technology applicable to industrial progress...a unique technical information service providing cross-communication between the scientific and engineering specialties...an ideal environment for advertisers with a product, a concept, a capability.

See it come to life in the prototype issue, August, 1961.

INTERNATIONAL
SCIENCE AND
TECHNOLOGY

CONOVER-MAST PUBLICATIONS, INC. 205 E. 42nd STREET, N.Y. 17, N.Y.



Cahners Publishing Company is the fastest growing industrial publishing company in the United States. It believes in growth for itself, for its people, for the advertisers and readers it serves, for the nation. Growth makes more and better services possible. Growth creates a vigorous climate of personal achievement by our 531 people. Growth provides a climate in which advertising excellence for growing companies and for those which want to grow can flourish. Out of the strength of the growing Cahners Publishing Company spring new opportunities for more people in many fields to achieve deeply felt needs.

CAHNERS PUBLISHING COMPANY, INC.

221 Columbus Avenue

Boston 16, Mass.

And in 14 cities, convenient to Growing America

Metalworking

INCLUDING Metal Forming and Fabricating SEPTEMBER

BUILDING CONSTRUCTION

New products that permit use of new construction techniques 22

New solution to construction problems involving existing materials and equipment 35

New product lines ... their advantages and disadvantages 47

THE NEW MACHINE TOOLS

Ceramic Industry

Modern Materials Handling

1959-1960

Suppliers' Catalogs

CONTENTS

EDN

Design News

Hydrofoil craft stabilizing system. Page 76

Brick & Clay

RECORD

Building Supply News

A CAHNERS PUBLICATION

FRIZZELL LUMBER CO

Stores that MOVE hardware see page 96

10 Ways to upgrade a sale see page 118

ELECTRICAL/ELECTRONIC PROCUREMENT

Magnet Wire p. 10

Practical Builder

WINDOWS for daylight and beauty

one six two
THAT'S PORTLAND MAINE

Portland is number one in the U. S. among cities under 150,000 population; an ideal testing atmosphere for any product.

Portland is number six in the U. S. among ideal testing cities regardless of population; a fact due to a consistently stable economy.

Portland is number two of all testing cities in New England regardless of size; thus the ideal city in an ideal market area. (source: Sales Management)

100% coverage of city zone 94% coverage ABC retail trade zone

PORTLAND, MAINE NEWSPAPERS
PORTLAND PRESS HERALD ★ EVENING EXPRESS ★ SUNDAY TELEGRAM
represented by Julius Mathews Special Agency

Bubble Gum War Poppin'; Fleer Tries to Avert Topps' Baseball Card Shutout

'We Owe Kids Best . . . Cards': Topps; When Are 5 Years Up?: Fleer

NEW YORK, June 7—Things are popping in the bubble gum business.

Two front runners, Topps Chewing Gum Co., of Brooklyn, and Frank H. Fleer Corp., of Philadelphia, are waging a pitched battle over the right to sign players for their baseball cards, which youngsters collect and trade.

Topps maintains it needs to sign players on an exclusive basis to insure "continuity." Fleer, shut out of the baseball trading card picture by the exclusive deals of its competitor, asserts, "We want in, and we're willing to give a better contract to get in."

Complicating the whole affair is the question of endorsement. Although both companies stress that the cards are "merely a commodity" and don't reflect any player testimonial, the issue has been raised by Robert C. Cannon, players' attorney.

In answer to Mr. Cannon, Fleer explained: "It is our definite belief that the baseball player is not endorsing the gum when he has his likeness packaged with it. The athlete is a part—the main part—of the product. He is an ingredient in the sale of the bubble gum, in the manner of the sugar content."

■ The real squabble, however, is over conflicting contracts of the two companies. Both organizations emphasize that they want to do what's best for ball players. It will be Mr. Cannon's job, come July 31, to decide what arrangement is more favorable—exclusive or non-exclusive contracts.

Here's the deal:

Topps offers a ball player $125 a year, plus a $75 bonus on a two-year renewal, for the privilege of putting his picture on the front of a card and his batting average and other vital information on the back. The company refuses to pay, however, if the player signs with anybody else.

Fleer, on the other hand, stresses that it doesn't care who else signs the players, and adds that a gum company in Chicago, one in Philadelphia and another in Memphis are thinking about entering the baseball trading card picture if players can be signed to non-exclusive contracts.

■ Fleer also says it will pay the ball player $125 a year, or 5% of gross profits—divided among all the players involved—and in addition "will pick up the tab" for any money the players lose by not signing an exclusive contract with Topps—which amounts to another $125. The company thinks it has found a way to get around Topps' "restrictive" five-year contract by getting players to agree that the next deal they make will be non-exclusive.

Fleer claims it has persuaded perhaps 60% of the players in the majors to sign non-exclusive contracts the next trip around. But the trick is to find out when Topps' exclusivity rights run out, Fleer complains. It seems Topps isn't telling, and apparently even the players don't know.

■ Topps denies throwing the players a curve. To maintain the accuracy, completeness and quality of its trading cards, the company says, "a considerable capital investment is involved." If other companies hook up their gum with trading cards "for a quick kill," Topps fears, it will threaten the continuity of its own cards.

The company points out that it's done more than supply ball players with a "continuing source of income." In addition, Topps contends, it has "successfully merchandised" ball players, making them desirable for tie-ins with other products.

"We owe the kids of America the best possible cards," a company spokesman said. "Because of hard work, integrity, a responsibility to the game and to the kids of America, Topps feels it's proven itself. Can Fleer point to a similar track record?"

Fleer admits Topps "has been darn good to the players." Because of this, the company adds, "the players are reluctant to start a hassle." But, Fleer is quick to ask, what's wrong with "a couple of cuts of the pie instead of one?" #

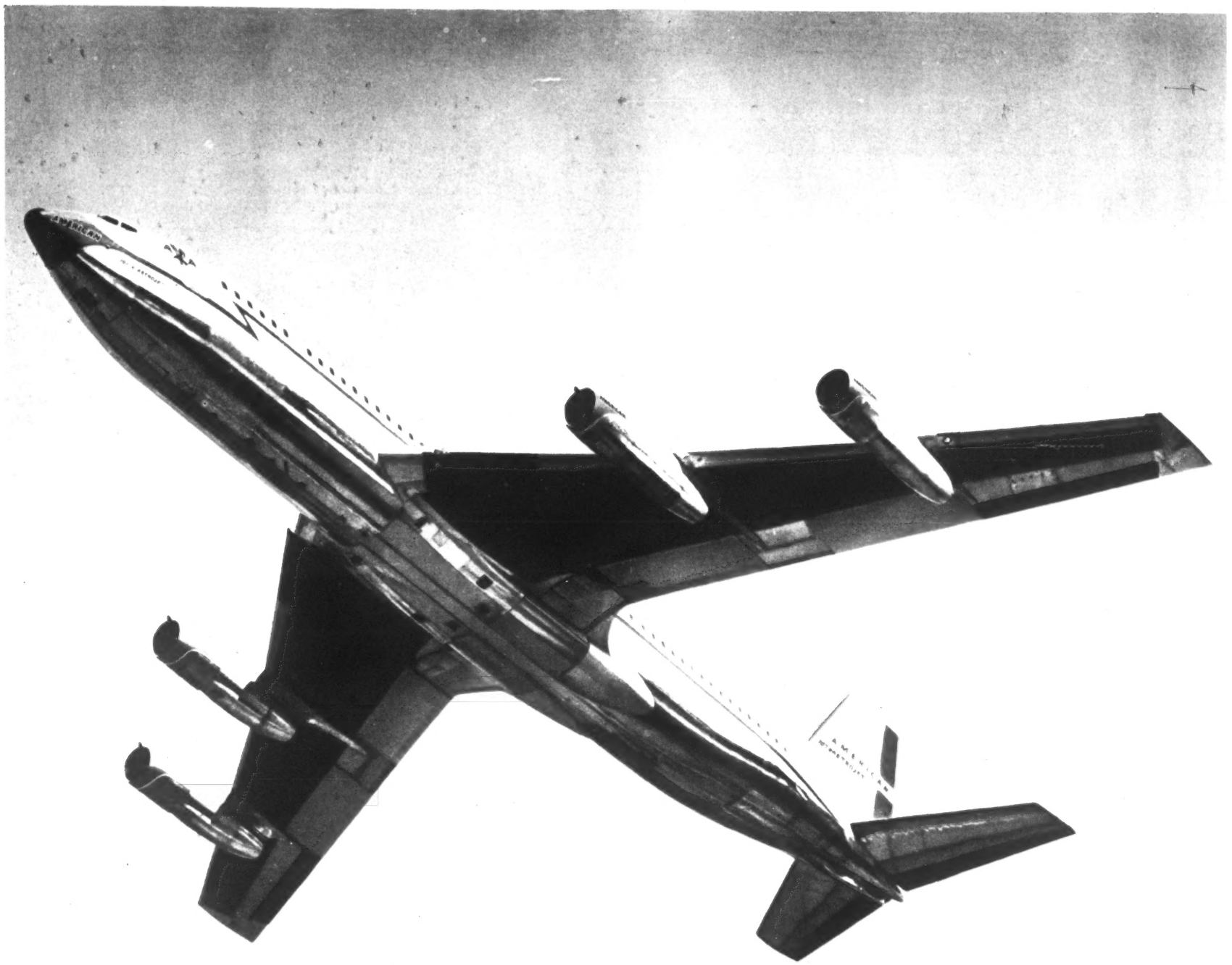
CREATIVITY . . . wfmy-tv creates
sales in the nation's 44th market*

Working with many elements, the craftsman creates an object of beauty . . . as in this Chief's head dress. In the Industrial Piedmont, WFMY-TV has proven its ability to work with many elements to create greater sales and profits for you among 2.3 million customers who have 3.2 billion dollars to spend annually.

In the nation's 44th market*, depend on WFMY-TV to sell your customers . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book

wfmy-tv
GREENSBORO, N. C.
"NOW, IN OUR 12TH YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, Los Angeles, San Francisco, Atlanta, Boston, Detroit
SEAL OF GOOD PRACTICE
CHANNEL 2
CBS



THE 707 ✦ ASTROJET*

"ALL THEY EVER SAID IT WAS — AND MORE"

This is the acclaim of experienced air travelers — who have flown in the world's most advanced jetliner, the 707 Astrojet. They've told us the Astrojet provides the most comfortable, most dependable flights now available in daily transcontinental service. And as rapidly as possible, American Airlines is extending this unique jet service throughout the nation.

Powered by revolutionary new fan-jet engines, American Airlines' 707 Astrojet outperforms all other airliners. Once aboard, you notice that the Astrojet takes off quickly and climbs swiftly — you cruise confidently, smoothly, quietly relaxed. Here is extra jet power, assuring better on-time dependability, even finer service to our passengers.

In Jet Age: Stage II, the Astrojet is just one more dramatic reason why American is *first choice of experienced travelers.*

AMERICAN AIRLINES
AMERICA'S LEADING AIRLINE

*Service mark of American Airlines, Inc.

Issue New British Ad Book

World's Press News & Advertisers' Review, London, has issued its 1961 edition of the "Directory of Advertising Agency Personnel & Data." It contains 70 pages of information on nearly 600 British advertising agencies and advertising organizations, and also sections on public relations consultants and marketing consultants. Copies may be obtained for one guinea from *World's Press News & Advertisers' Review*, P.O. Box 69, 9-10 Old Bailey, London.

Beckman Names Klees

Robert E. Klees has been named manager of a new corporate marketing services group of Beckman Instruments, Fullerton, Cal., which will consolidate corporate and division advertising functions. Mr. Klees was formerly manager of advertising and sales promotion of the company's scientific and process instruments division.

Putman Moves Some Units

Putman Publishing Co. has moved the editorial department of *Chemical Processing* and the editorial and sales departments of *What's New in Plant-Engineering Equipment* to 919 N. Michigan Ave., Chicago. All of Putman's other departments will continue to be located in the company's building at 111 E. Delaware Pl.

Rubin, Batill Join MacFarland

Harvey Rubin and William J. Batill have joined the copy staff of MacFarland, Aveyard & Co., Chicago. Mr. Rubin was formerly copy director of Harry Schneiderman Inc., Chicago. Mr. Batill was formerly copy chief of Alex T. Franz Inc., Chicago.

Sabre Craft Names Ricks

Sabre Craft Boat Co., Tacoma, Wash., has named Cappy Ricks & Associates, Seattle, as its agency. The agency will also direct promotional activities for K & K Trailer Sales & Transport, a subsidiary of Sabre Craft.

Chiksan Names Rives, Dyke

Chiksan Co., Brea, Cal., a subsidiary of Food Machinery & Chemical Corp., has named Rives, Dyke & Co., Houston, to handle advertising and public relations. The company produces machinery for heavy industry.

Air Force Assn. Boosts Wolf

Sanford A. Wolf, formerly director of advertising of the Air Force Assn., Washington, has been named the association's director of marketing. It is a new post. Mr. Wolf will remain at the group's New York office.

Jones Joins Urner-Barry

Rolland W. Jones has been appointed midwestern representative of Urner-Barry Co., New York, trade publication publisher, with offices in Chicago. Mr. Jones formerly was sales development manager of Capa Color Inc., Chicago.

Breakthrough in Gin Dryness New Calvert Gin is 100% Dry

MASTER PLAN FOR 100% DRYNESS REVEALED!
Exclusive Dry Zone Process Removes All Traces of Sweetness and of Perfume
Search for 100% Dry Gin Almost Abandoned Because of High Cost
Calvert Gin
Breakthrough in Gin Price

BREAKTHROUGH — *Calvert Distilling Co.'s new newspaper campaign has the familiar look of Shell. Compton Advertising is handling the campaign.*

'Sell Philadelphia' Drive Alters City's Image, Chelf Reports

PHILADELPHIA, June 6—An estimated $1,000,000 in time, talent and materials has been invested in the communitywide drive to "Sell Philadelphia to Philadelphians" during the past two and a half years.

Gordon F. Chelf, publisher of the *Philadelphia Daily News* and chairman of the board of the civic affairs council of the Chamber of Commerce of Greater Philadelphia, told the Poor Richard Club at a luncheon meeting last week that the drive has already returned "millions of dollars to this area's economy."

The expenditure includes cost of Philadelphia-promoting ads placed in magazines and newspapers by various Philadelphia companies. Philadelphia's broadcast industry, he added, has given well over $250,000 worth of air time since July, 1959. Many laudatory articles have appeared in national and trade publications about Philadelphia, he said.

The drive, Mr. Chelf stated, is drastically changing the image of Philadelphia here and in other parts of the world. #

Northam Warren Corp. Boosts Cannon to VP

Northam Warren Corp., Stamford, Conn., division of Chesebrough-Pond's Inc., has appointed Gerry Cannon a vp (AA, June 5).

Gerry Cannon

In his new post, Mr. Cannon will be responsible for the company's marketing activities in the U. S. and Canada. Prior to joining Northam Warren three years ago as assistant general manager, Mr. Cannon was with Lehn & Fink Products Corp. and Kenyon & Eckhardt.

Irving Serwer Adds Two

Irving Serwer Inc., New York, has been named to handle advertising for Capri Jewelry, New York, and for Alyssa Originals Inc., New York. Jamiam Advertising & Publicity formerly handled Capri; Gibbons-O'Neil formerly handled Alyssa.

	DAILY	SUNDAY
THE HOUSTON POST	227,627*	247,741
DALLAS MORNING NEWS	220,529**	238,993
HOUSTON CHRONICLE	216,450*	240,669

* Post and Chronicle Monday through Friday

** Dallas Morning News Monday through Saturday

POST SATURDAY CIRCULATION	224,374
CHRONICLE SATURDAY CIRCULATION	198,225

Source: Publisher's Statements for 6 Months Ending March 31, 1961

Subject to Audit by Audit Bureau of Circulations

THE HOUSTON POST

Represented Nationally by Moloney, Regan and Schmitt

THE BIG ONE IN NEW JERSEY

(N. J. ABC STATEMENTS, first quarter 1961)

406,708 *Newark News* SUNDAY

285,433 *Newark News* DAILY

- ***LEADS ALL** New York and New Jersey papers in America's 3rd richest Metropolitan Area!*
- ***DELIVERS THE EXTRA** local influence that goes beyond the figures!*

FIRST in Circulation • in Advertising • in News!

"Wow!
Viewers spend a
total 23 million hours
each week
watching news
on the five CBS Owned
television stations.
In fact,
42% of the total
television news audience
in the five markets
gets the news
from the CBS Owned
television stations."

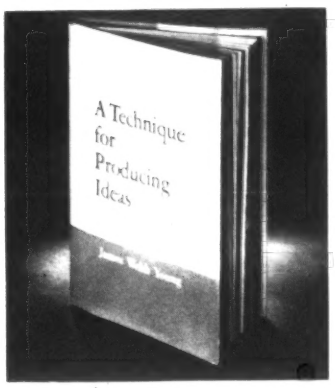
SOURCE: MARCH NIELSENS

"Man...
that's what I call
news!"

CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc.
Operating
WCBS-TV New York
KNXT Los Angeles
WBBM-TV Chicago
WCAU-TV Philadelphia
KMOX-TV St. Louis
(all represented by CBS Television Spot Sales)

A Technique for Producing IDEAS



Where do the moneymaking ideas come from—those ideas which make successful novels, radio and television programs, moving pictures, sales campaigns, and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

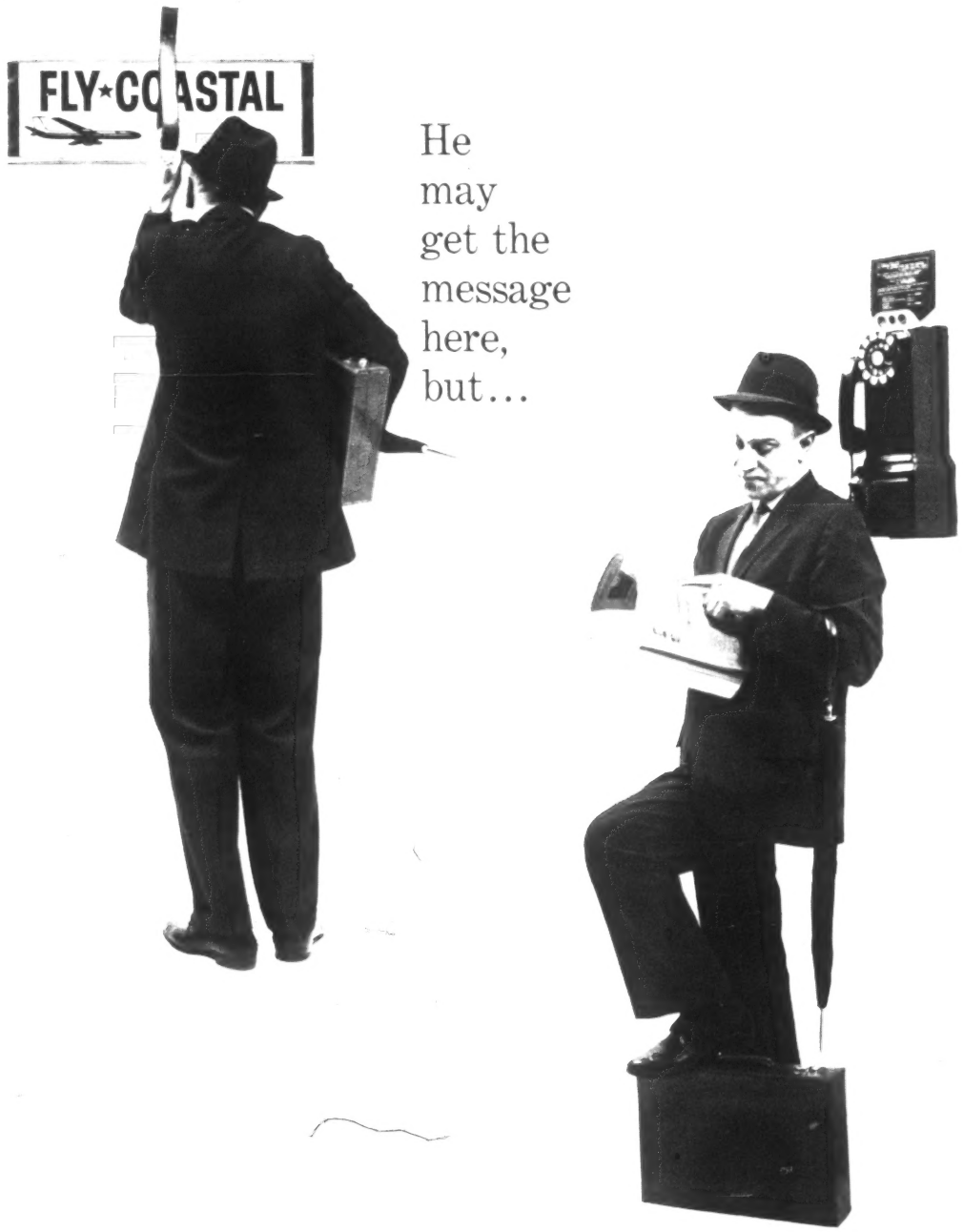
In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.
Attn: Book Department

Spire Aaronson Fox Dunbaugh

WINNER—*This year's winner of the William M. Spire award for outstanding achievement in advertising at the University of Miami is Carol B. Aaronson. Presenting the trophy is Mr. Spire, president of William M. Spire Inc., Coral Gables, while Dr. Edward J. Fox, chairman, marketing department, and Associate Professor Frank M. Dunbaugh look on.*



He may get the message here, but...

your ads in the Yellow Pages sell him when he's ready to buy

In your next advertising campaign, plan to take advantage of the unique *selling* power of the Yellow Pages. The same selling message you deliver in other advertising media will reach your *best* prospects via the Yellow Pages — the people who are ready to buy.

And you can choose from over 4,000 different Yellow Pages directories to sell your precise market. All with one contact, one contract, one monthly bill — no matter how many different Yellow Pages directories you select.

For details on how the Yellow Pages fits into your *advertising-selling* plan, contact your National Yellow Pages Service representative through your Bell Telephone Business Office.

NATIONAL YELLOW PAGES SERVICE

ONE CONTACT/ONE CONTRACT/ONE MONTHLY BILL

Trans-Lux Sets Exchange for Local Culture TV Shows

NEW YORK, June 8 — Trans-Lux Corp., a movie and tv film company, this week set up a new subsidiary, Television Affiliates Corp., to give wider circulation to local tv productions.

• The new company, to be headed by Robert Weisberg, Trans-Lux vp, will serve as an exchange for cultural, educational and informational programming. Any station in the U.S. may submit programs for inclusion in the Television Affiliates' library, but only one station in a market can subscribe to the service, as plans now stand.

The yearly subscription fee will be based on the size of the market and the station's rate card. Stations, whose productions or coproductions are accepted for use in the tape and film library, will be compensated on a performance credit basis dependent on the circulation of a particular program.

Mr. Weisberg and his associates have started screening potential shows for the library, but none have yet been selected. They expect to have enough product to begin lining up subscribers in time for the fall season. Acceptable programs must be (1) of cultural, educational and informational nature; (2) high quality productions; (3) of interest regionally or nationally; and (4) in accordance with NAB code standards.

■ In this project, Trans-Lux has the support of an influential group of tv broadcasters, who have agreed to serve as the first broadcaster advisory committee for Television Affiliates Corp. They have no ownership in the exchange.

On the committee are: Richard Borel, WBNS-TV, Columbus; Eldon Campbell, WFBM-TV, Indianapolis; Roger Clipp, Triangle Stations, Philadelphia; Jack Harris, KPRC-TV, Houston; Norman Louvau, KCPX-TV, Salt Lake City; David Moore, Transcontinent Television Corp., New York; and A. Louis Read, WDSU-TV, New Orleans. #

Lash to Simmons-Boardman

Robert H. Lash, formerly executive director of circulation with Industrial Publications, has been named director of circulation of Simmons-Boardman Publishing Corp., New York. He assumes duties relinquished by R. C. Van Ness, who will concentrate on the *Marine Engineering/Log* group.

Photograph by Earl Seubert

What makes a newspaper great?

Where in the world do all the fascinating, colorful, talented people come from? Like the Ferliks, for example?

You find them in towns and farms and whistle-stops as well as in big cities, if you've got a nose for news and an eye for a good picture.

You also find them in the Minneapolis Sunday Tribune, where George Grim and Earl Seubert, two newsmen who specialize in the unexpected, regularly introduce Upper Midwesterners to some of their more remarkable neighbors.

Take the Ferliks of New Prague, Minnesota, who worked for years to give their children superb musical educations. Son Milous Ferlik is a widely known concert pianist, has studied and performed all over the globe, still likes New Prague best, where he and his sister Bozenka teach piano.

Or take "Professor" William Knuppel of Deerwood, Minnesota, a 91-year-oldster who once ate sauerkraut and played cornet with Victor Herbert and now lives by choice in an abandoned boxcar with two cats and 3,000 music scores.

Then there's Sam Crea of Stillwater, Minnesota, an ex-bouncer who, among other things, has run a nonconformist coffee house and has served as president of the Saint Croix Valley Chowder and Marching Society (membership requirement: 5 years of college).

GRIM

To writer Grim and photographer Seubert of the Minneapolis Star and Tribune, news is *people*—exciting, unusual, people you wish you knew. And enough Upper Midwesterners agree to make the continuing Sunday picture-story, "George Goes Visiting," one of the best-read, best-liked features of the region's best-read, best-liked newspapers.

SEUBERT

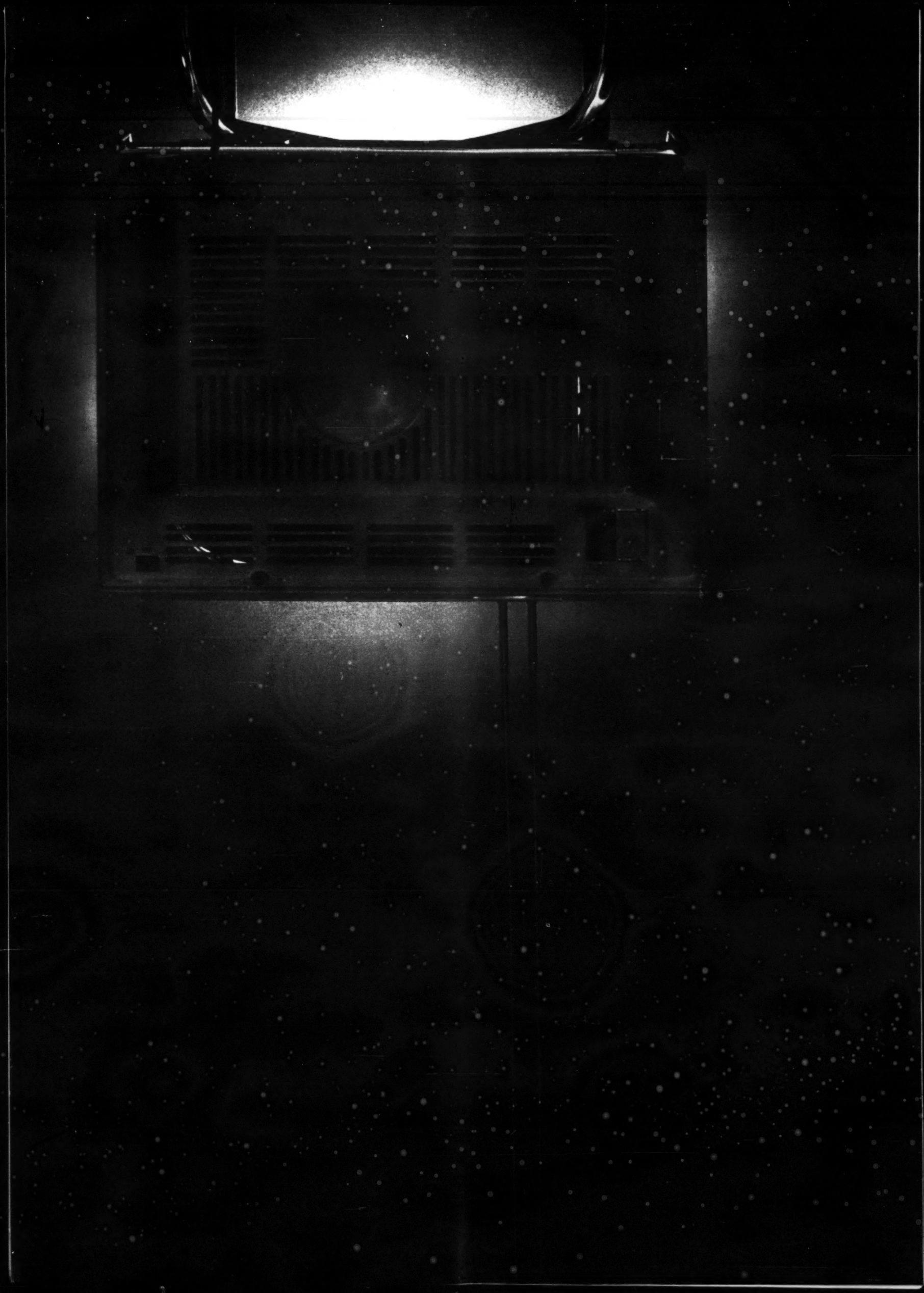
MINNEAPOLIS **STAR** EVENING

Minneapolis **Tribune** MORNING & SUNDAY

530,000 COMBINED DAILY • **660,000 SUNDAY**

JOHN COWLES, *President*

Copyright, 1961, Minneapolis Star and Tribune Co.



Who's out front?

ABC–that's who–with the most popular programs in television

The biggest popularity contest in America goes on nightly, in your home, at your television set.

As you view, you vote. You turn the dial, that's a vote. Turn it again, that's another vote.

Nielsen does the tallying.

For the 2 weeks ending May 7 (latest reported period) the tally says that where you could watch all 3 networks, you watched ABC most.* You voted ABC programs the most popular in television. (Which is the way it's been going all season.*)

This popularity count, we repeat, is taken where it counts most, where all 3 networks screen their candidates for your approval.

ABC did it with such leading candidates as My Three Sons, The Untouchables, The Flintstones, The Real McCoys, Hawaiian Eye, etc.

ABC proposes to keep doing it with such new entries as Bus Stop, The Corruptors, The New Breed, Calvin & The Colonel, Top Cat, etc.

Keep voting.

ABC Television Network

Source: National Nielsen 50 market TV reports, average audience–October 24, 1960 through May 7, 1961, Monday through Saturday 7:30 to 11 PM, Sunday 6:30 to 11 PM.

Woody says: They're cleaning up in Central Illinois with

RED CARPET* ADVERTISING

*Red Carpet Advertising? It's a clean sweep with advertising plus down-to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7 richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the golden Central Illinois corn belt.

R.O.P. Spot Color--plus Full Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS

Pantagraph

BLOOMINGTON

Represented by: Ward-Griffith Co., Inc.

'No Middle Ground' . . .

California Admen Split on Licensing, Boylhart Reports

Ad Groups Also Hear Culp's Progress Report on Industry PR Drive

SAN FRANCISCO, June 6—"People are either violently for, or just as violently opposed to, licensing of agencies," William J. Boylhart, president of Boylhart, Lovett & Dean, Los Angeles, reported at a joint meeting of the Western States Advertising Agencies Assn. and the Northern California Assn. of Advertising Agencies here last week.

Mr. Boylhart reported on a "very preliminary, purely exploratory" investigation into the question of licensing and professional standards.

The survey results showed an almost even division of views, pro and con, and no middle ground attitude, he said.

"Those who responded to our inquiries," Mr. Boylhart said, "were very much opposed to government getting into the licensing picture . . . even those who favored such a practice. They seem to want the industry to police itself."

Mr. Boylhart's comments touched off a heated discussion among the Northern California agency owners present. Only one member, Ad Fried, of Ad Fried & Associates, Oakland, was in the pro corner. He asserted, "Licensing is what puts the teeth into professionalism."

■ "Licensing is only a means of stamping out competition. Licensing will not raise standards," another member argued.

Members were "very much in favor," however, of any and all methods by which standards of professionalism could be developed and applied to the agency business.

Delegates to the meeting, all agency heads, heard Earl Culp, of the Earl R. Culp Co., Los Angeles, and 2nd vp of the western states association, report on his group's pr for advertising program.

"Since the program started," Mr. Culp said, "almost 120 daily newspapers have used our material, in more than $600,000 worth of space, to promote the value of advertising." The current campaign is in radio and tv, as well as dailies, he said.

Bernard B. Schnitzer, head of his own agency in San Francisco, was reelected president of the Northern California association. ≡

choice a new beauty soap
IN 3 FORMULAS FOR THE 3 DIFFERENT TYPES OF SKIN
NEW choice CONSIDERS YOUR SKIN TYPE AS IT CLEANSES

THREE TYPES—*Colgate-Palmolive Co. put Choice soap into test markets last year (AA, June 5). This four-color page appeared in Rochester, N. Y., papers.*

Two Alabama Agencies Merge

Public Relations & Advertising Associates, Birmingham, Ala., has merged with Business Co., Decatur, Ala. Alton B. Hollis, president of Business Co., will join Public Relations & Advertising Associates as a vp.

Wiler to Automatic Retailers

Edward A. Wiler has been appointed director of advertising and public relations of Automatic Retailers of America, Chicago. He formerly held similar responsibilities with Rowe-AMI Sales Co., Chicago.

Kirby Joins Griswold

Fred W. Kirby has joined Griswold-Eshleman Co., Cleveland, as an account executive. He formerly was General Electric's manager of advertising and sales promotion for the defense systems department, Washington.

TWO MAJOR AWARDS HONOR WAGA-TV EDITORIALS!

WAGA-TV, recent winner of the National Headliner Award for "consistently outstanding Editorials by a local TV station," has been named winner of a *second major award* for editorial excellence! A "First Award" from Ohio State University's Institute for Education by Radio-Television cites WAGA-TV for "programs illustrating television's unique communications function in developing informed citizens during a national election year." Ohio State's American Exhibition for Radio-TV is the oldest competition in broadcasting!

famous on the local scene ...for public service

waga·tv 5

THE STORER STATION IN ATLANTA

You'll see it on the boardwalk in Atlantic City.

And on the Paoli local.

On the Market Street subway, too.

In Greater Philadelphia, you'll see that people read and *trust* The Evening and Sunday Bulletin.

The Bulletin talks the language of Greater Philadelphia—applauding a pre-Broadway tryout, analyzing the changes in scholastic education, appraising the Eagles' prospects for another winning season.

When you buy The Bulletin, you buy more than Greater Philadelphia's leading newspaper...

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC.

Advertising Offices: New York, Chicago, Detroit, Los Angeles, San Francisco. Florida Resort Office: The Leonard Company, Miami Beach.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

Average Number and Per Cent of Clients by Account Size

(For Five Agency Size Groups)

Account Size (Capitalized Annual Billings)	Agency Size Groups (Total Annual Billings) $500,000-$1,000,000		$1,000,000-$2,000,000		$2,000,000-$5,000,000		$5,000,000-$10,000,000		Over $10,000,000	
	Number	Percent to Total	Number	Percent to Total	Number	Percent to Total	Number	Percent to Total	Number	Percent to Total
under $10,000	4.3	21.3%	5.2	16.9%	5.8	14.5%	3.0	7.3%	5.5	8.5%
$ 10,000-$ 25,000	5.9	29.2	9.7	31.5	9.2	23.0	5.6	13.6	9.7	15.0
$ 25,000-$ 100,000	7.9	39.1	12.0	39.0	15.2	38.0	11.9	28.9	16.5	25.5
$ 100,000-$ 200,000	1.7	8.4	2.8	9.1	5.3	13.2	10.1	24.5	12.5	19.3
$ 200,000-$ 500,000	.4	2.0	.9	2.9	3.7	9.2	7.5	18.2	10.9	16.8
$ 500,000-$1,000,000	-	-	.2	.6	.4	1.0	1.5	3.6	4.9	7.6
$1,000,000-$2,000,000	-	-	-	-	.3	.8	1.3	3.2	2.5	3.9
$2,000,000-$5,000,000	-	-	-	-	.1	.3	.3	.7	1.2	1.9
over $5,000,000	-	-	-	-	-	-	-	-	1.0	1.5
TOTAL AVERAGE NUMBER OF CLIENTS	20.2	100.0%	30.8	100.0%	40.0	100.0%	41.2	100.0%	64.7	100.0%

CLIENTS BY BILLING—*Chart in the May issue of the "Rubel Service" shows what size of clients provide what per cent of total billings for agencies in five categories. The report notes that the average agency in the $5,000,000 to $10,000,000 group has 75% of its clients billing $200,000 or less.*

Merge Trend Means More Clients Are with Bigger Agencies: Rubel

CHICAGO, June 6—During the last decade, the average number of clients in smaller agencies decreased, while the average among shops billing $5,000,000 or more increased.

This change was noted in the May issue of the "Rubel Service," published by Robert Associates.

At the low end, agencies billing less than $500,000 annually had an average of 25.5 clients in 1950, and only 18.5 clients in 1960. At the other end, agencies billing more than $10,000,000 had an average of 55.5 clients in 1950, and 64.7 clients ten years later.

"This is a very clear-cut trend and points up the great increase in acquisitions and mergers—of growth by combining—of the last few years," the report said. "In other words, the $8,000,000 agency of today is often made up of two or three (or more) smaller agencies, and as a result has more smaller accounts.

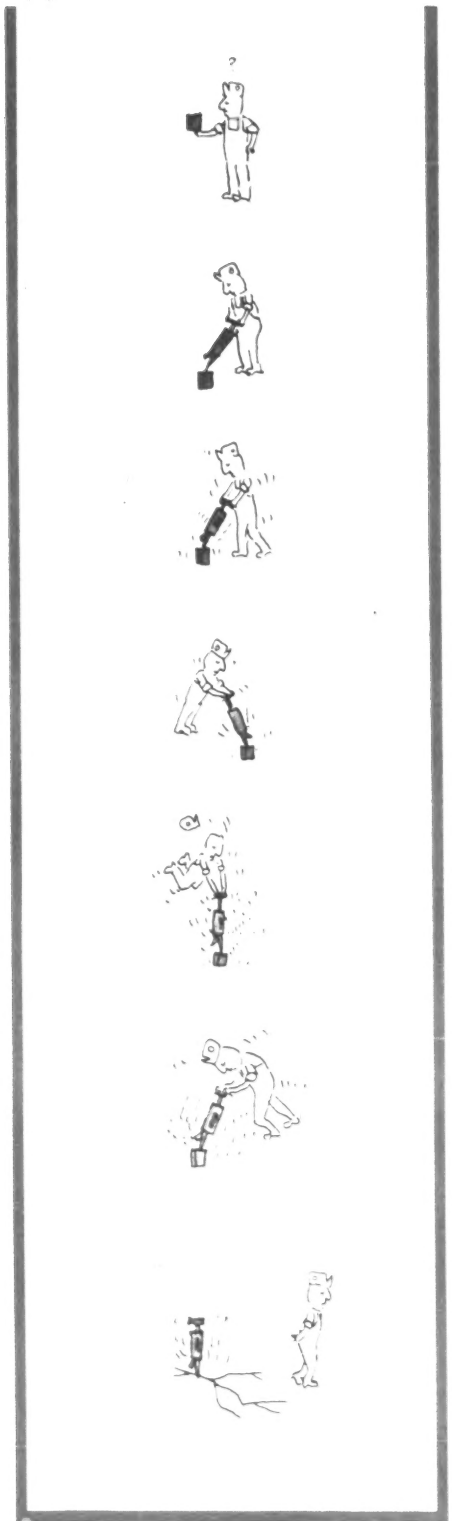
"On the other hand, the small agencies have fewer clients now because the tiny client with less than $5,000 of annual billing is not so common as it once was. For one thing, these small advertisers have often themselves merged with larger companies; and for another, their accounts have often proved unprofitable to service and have been given up by the agencies."

■ The following changes in the average number of clients were reported for other agency sizes over the decade: $500,000 to $1,000,000 billing group, from 35.5 clients to 20.2 clients; $1,000,000 to $2,000,000 group, from 42.5 to 30.8 clients; $2,000,000 to $5,000,000 group, 64.5 to 40 clients; $5,000,000 to $10,000,000, from 22 to 41.2 clients.

The report also presented figures showing the average number of clients of various sizes served by agencies in five billing groups, plus the percentage of total agency billings these clients provide. ■

'Mystic' Should Be Mystik

In an item about Milton R. Stohl joining Mystik Adhesive Products, Chicago, as vp and director of sales and marketing (AA, June 5), Mystik was incorrectly spelled "Mystic."



almost any package is easier to open with . . .

ZIP-TAPE

THE DOBECKMUN COMPANY
A Division of The Dow Chemical Company
CLEVELAND 1, OHIO • BERKELEY 10, CALIF.
Offices in most principal cities

National Catholic Family Magazine
QUICK sales to LIVE prospects.
AUGUST ISSUE CLOSES JUNE 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone HArrison 7-7176

St. Anthony MESSENGER

Not a New Issue — June 1, 1961

275,000 Shares

The E. F. MacDonald Company

Common Stock

(Par Value $1 Per Share)

Price $19 Per Share

This announcement constitutes neither an offer to sell nor a solicitation of an offer to buy these securities. The offering is made only by the Prospectus, copies of which may be obtained in any State from such of the undersigned as may lawfully offer these securities in such State.

Smith, Barney & Co. Incorporated — Merrill, Turben & Co., Inc.

Glore, Forgan & Co. — Hornblower & Weeks — Kidder, Peabody & Co.

Carl M. Loeb, Rhoades & Co. — Paine, Webber, Jackson & Curtis

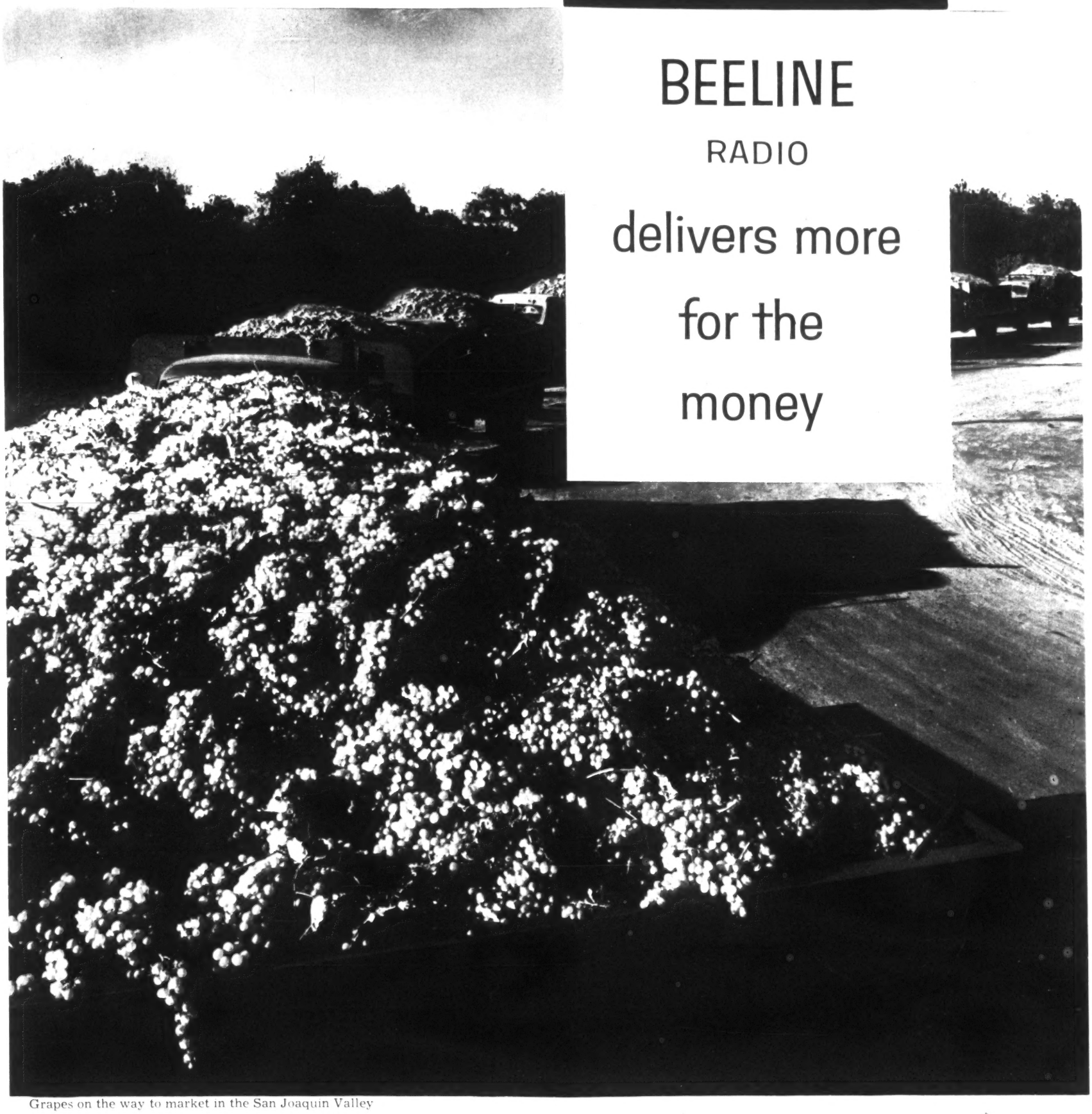
Wertheim & Co. — White, Weld & Co. Incorporated — Dean Witter & Co.

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE

RADIO

delivers more for the money



Grapes on the way to market in the San Joaquin Valley

Beeline stations cover the most agriculturally productive land in the world. In grape production, for example, Fresno county is first in the nation and five other Beeline counties rank in the top ten. This is an area which produces big and spends big.

In Inland California and Western Nevada Beeline Radio delivers more radio homes than any other combination of stations, at the lowest cost per thousand (Nielsen, SR&D).

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Some Admen Fret at Bunched Ads in Restyled 'Life'

(Continued from Page 3)

but they will get to like it, as new, attractive positions appear.

"It is not a question of whether an ad bank will stay—it's a question of how big it is. The reception the banks receive, though, will determine whether we'll sprinkle or split them with editorial matter later on," Mr. Jackson said.

He pointed out that *Life* format experiments have been going on for "several months, then all pulled together for the June 2 issue. There were two ways we could have done it: One, wrap it up in cellophane, tie a ribbon around it, then march around to agencies, selling the issue as 'new, different, and completely wonderful'—just like launching a new magazine.

■ "But the issue wasn't really that different. By overpromoting, people would have asked us: 'What the hell are you promoting?' Our June 2 issue was only a variant on what we'd been doing before—so we decided to 'slide' our own promotion in," Mr. Jackson said.

Another *Life* source said: "There's nothing new about this. People forget the added editorial impact we have, through more consecutive pages, as they look for trouble in a redesigned magazine."

Despite *Life's* explanations, however, there were some beefs from advertisers about the new format:

• John K. Hanson, director of advertising of Burlington Industries: "Editorially, it's attractive. But the lumping of ads in one spot doesn't permit a natural flow, like before. After a while, people will catch on and skip the ad section. *Life* probably will get swamped with requests for special positions. Also, it looks like fractional ad units simply get tucked in the back—and that's it."

• Russell V. Vernet, director of advertising of Mutual of New York (which has 11 pages scheduled with *Life* in 1961): "I looked to *Life* to initiate, rather than imitate. The problem is one of content, not format; it can't be solved with type faces and altered page layouts.

"*Life* became great through its own different format, besides. It achieved strength by being a leader, not a follower. Some new *Life* departments, though, are promising—the capsule comments, for example.

"Bunching the ads is a backward step. Advertisers always cry for readership from cover to cover, and it was *Life* and *Time* which innovated the concept of sustained readership throughout a publication. With ad grouping, however, a reader may come to look for certain sections—in short, selective reading.

"I'd like to see them go back to the old format," Mr. Vernet said.

• A poll of company admen and agency personnel gathered for a meeting at Olin Mathieson Chemical Corp.—whose Squibb division ran a four-color spread in the June 2 issue—showed mixed reaction, ranging from "I don't like it," "lukewarm," and "didn't know," to "I liked it better after reading *Life's* explanation of the switch."

No one in the group approved of *Life's* ad bunching. "It puts a tremendous premium on an advertiser's ability to get seen, and loses a lot of the ad power possibility *Life* used to provide. If an ad doesn't surround itself with a helluva visual appeal, it's gone," said one of the admen.

• Gordon Ackland, director of advertising of Royal McBee Corp. (which had a four-color page in the June 2 issue) said: "I was a little disappointed after reading *Life's* promotional pieces and talking with the magazine's salesmen. The new format has a semblance of disorganization; the reader is a little confused as to where the ads start and stop. After a number of years of reading *Life*, this issue came up so unfamiliar.

"I do not care for the ad banks," Mr. Ackland concluded.

• Robert M. Gray, newly appointed ad and sales promotion boss of Humble Oil & Refining Co., said: "It was excellent—more appealing and more attractive. Of course, I might be influenced by the fact that the start of Humble's new corporate campaign was timed to appear in *Life's* June 2 issue.

"I'm not particularly upset about ads being banked within the magazine. After all, newspapers do this. So does tv," Mr. Gray pointed out.

• Art Toft, ad director of Schick Inc., told ADVERTISING AGE: "The format didn't bother me; you sort of get used to it . . . I liked *Life's* big-picture treatment and general grouping of editorial matter. But actually, the magazine didn't change that much. You might say they 're-laid' it out, with more bleed pages and continuity."

■ *Life's* June 9 issue, second under the revamping, resisted larger ad banks. The front half of the magazine carried, among others, three six-page ad banks, a 10-page bank, and a four-page center ad section, compared with an eight-page unit June 2. *Life* relied on vertical and half-page ad units—and editorial matter—to reduce its bank sizes.

Said one *Life* staffer who had been in on the redesign from the outset: "Experiments are still going on. The only difference is, now they're being done under field conditions instead of in a vacuum." #

Spot TV Off 2.1% to $151,328,000 in 1st Quarter: TvB

(Continued from Page 1)

ition. In network this company was more than $2,500,000 ahead of the second place American Home Products Corp., with an $11,822,052 P&G budget. P&G budgeted $12,-167,300 for spot—more than double that of the runner-up, Lever Bros.

Spot continued to attract new money. In the list of top 100 spenders for the first time were Chattanooga Medicine Co., DCA Food Industries, Hanes Hosiery, Lehn & Fink Products Corp., John Morrell & Co., National Federation of Coffee Growers of Colombia, Pan American Coffee Bureau, and Van Camp Sea Foods Co.

Announcements were the biggest revenue producers, providing 76.1% of total business, with programs and IDs dividing the remainder fairly evenly. The advertisers' favorite periods were day and prime evening. Runaway leader by product classification was food and grocery. Next largest spending categories were drugs and cosmetics.

■ Largest gains in network spending came from publishing and media, apparel and footwear, and sporting goods and toys. But the principal categories in terms of the size of budgets were food and food products, toiletries and toilet goods, drugs and soaps, cleansers and polishes.

The heftiest individual network budgets were credited to Anacin, Winston, L&M filters, Kent, Texaco and Dristan, in that order. But Dristan was down about $1,000,000 from its level a year ago. #

Top 100 Spot TV Advertisers

1st Quarter, 1961 vs. 1960, Gross Time Comparisons

Source: TvB figures from N. C. Rorabaugh Co.
Estimated Gross Time Charges

	1961	1960
1. Procter & Gamble	$12,167,300	$13,466,400
2. Lever Bros.	5,442,200	4,639,400
3. General Foods	4,801,500	5,036,000
4. Colgate-Palmolive	4,156,500	3,203,500
5. American Home Products	2,587,700	2,590,300
6. Miles Laboratories	2,585,500	2,377,800
7. Coca Cola Co. & Bottlers	2,545,300	1,098,400
8. Bristol-Myers	2,483,000	3,717,500
9. William Wrigley Jr. Co.	2,333,200	1,758,300
10. Continental Baking	2,251,600	2,108,700
11. Standard Brands	2,217,900	2,291,000
12. International Latex	2,033,800	2,328,500
13. Lestoil Products	2,000,900	2,981,600
14. Hunt Foods & Industries	1,894,800	*
15. P. Lorillard	1,751,300	2,769,700
16. Philip Morris Inc.	1,670,500	1,087,100
17. Warner-Lambert Pharma.	1,567,100	2,072,000
18. Kellogg	1,494,700	1,318,600
19. Corn Products	1,473,700	649,900
20. Nestle	1,458,400	1,816,200
21. Avon Products	1,346,900	1,385,900
22. Pillsbury	1,256,600	608,200
23. Pan-American Coffee Bureau	1,254,500	*
24. American Tobacco	1,230,800	1,745,300
25. Brown & Williamson	1,230,800	1,869,900
26. J. A. Folger	1,153,800	1,207,700
27. Andrew Jergens	1,112,500	1,018,100
28. Sterling Drug	1,092,600	766,500
29. American Chicle	1,080,200	86,640
30. Wander	989,500	918,500
31. Pepsi Cola Co. & Bottlers	937,700	682,800
32. Campbell Soup	914,100	397,800
33. Ford Motor Dealers	898,000	1,032,500
34. General Motors Dealers	886,200	946,500
35. Quaker Oats	864,300	815,800
36. Richardson-Merrell	823,200	839,800
37. E. & J. Gallo Winery	814,900	708,500
38. Anheuser-Busch	788,200	927,200
39. Maybelline	786,600	662,900
40. Carnation	748,200	369,400
41. Canadian Breweries (Carling in earlier reports)	714,300	734,800
42. Alberto-Culver	711,100	604,700
43. Van Camp Sea Food	705,100	60,100
44. Food Manufacturers	699,400	521,700
45. Falstaff Brewing	693,300	745,800
46. R. J. Reynolds	687,300	1,855,900
47. Carter Products	674,100	444,000
48. Standard Oil (N.J.)	657,400	774,300
49. U.S. Borax & Chemical	649,000	646,100
50. Scott Paper	644,900	650,900
51. Welch Grape Juice	637,400	620,400
52. Hills Bros. Coffee	$616,600	$362,500
53. Pabst Brewing	610,500	442,400
54. Simoniz	578,600	629,000
55. Chock Full O Nuts	575,900	58,750
56. Gillette	570,500	455,700
57. Joseph Schlitz Brewing	567,700	374,900
58. Sun Oil	561,800	329,950
59. Plough	555,600	658,800
60. Chesebrough-Pond's	548,800	525,100
61. General Electric	546,500	879,700
62. Sardeau	534,500	529,900
63. General Mills	533,000	958,900
64. Pharma-Craft	515,400	337,740
65. Mars	503,600	200,000
66. United Vintners	491,900	24,000
67. Phillips Petroleum	480,700	369,900
68. National Federation of Coffee Growers of Colombia	459,800	186,750
69. Consolidated Cigar	451,500	678,000
70. Great Atlantic & Pacific	443,200	414,400
71. National Biscuit	438,700	299,450
72. John Morrell	436,400	3,900
73. Theo. Hamm Brewing	434,700	607,600
74. Liggett & Myers	431,000	748,700
75. Golden Press	421,300	4,300
76. Hertz	415,800	605,600
77. Vic Tanny	409,900	480,900
78. Atlantic Refining	407,500	576,000
79. Miller Brewing	406,900	58,950
80. Standard Oil (Ind.)	405,300	433,700
81. Ralston-Purina	396,000	200,000
82. Grocery Store Products	394,700	502,500
83. Norwich Pharmacal	394,400	999,900
84. Hudson Pulp & Paper	382,200	364,600
85. Ex-Lax	375,900	360,300
86. DCA Food Industries	372,300	11,100
87. Hanes Hosiery	362,300	*
88. Lehn & Fink	357,000	11,500
89. Greyhound	352,700	4,600
90. C. Schmidt & Sons	341,100	283,900
91. B. C. Remedy	339,400	353,100
92. Chattanooga Medicine	339,100	222,850
93. American Motors Dealers	337,200	320,700
94. Peter Paul	325,700	319,700
95. Studebaker-Packard	325,300	338,400
96. Swift	323,400	615,300
97. Texize Chemicals	319,000	630,600
98. Safeway Stores	318,500	379,000
99. Jack La Lanne	316,600	97,700
100. National Dairy Products	308,300	408,400

*Not enough spot tv to show up in this quarter.

Top Advertisers, Brands in Net TV

First Quarter, 1961, Gross Time Only

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

Top 25 Advertisers

	1961	1960
1. Procter & Gamble	$11,822,052	$11,638,542
2. American Home Products	9,159,200	8,682,839
3. General Motors	6,655,080	5,844,404
4. Lever Bros.	6,368,678	7,597,976
5. General Mills	5,530,024	3,294,993
6. Colgate-Palmolive	5,137,244	5,806,258
7. General Foods	4,884,461	5,104,698
8. R. J. Reynolds	4,471,698	3,541,857
9. Bristol-Myers	3,451,912	2,586,715
10. Brown & Williamson	3,394,688	2,886,182
11. Sterling Drug	3,360,149	4,339,769
12. S. C. Johnson	3,243,004	1,929,773
13. Texaco	3,209,844	2,959,160
14. Gillette	3,185,616	2,899,688
15. Liggett & Myers	3,145,253	3,114,851
16. National Biscuit	2,753,585	2,496,876
17. P. Lorillard	2,663,048	2,043,600
18. Ford Motor	2,589,720	3,452,881
19. Miles Laboratories	2,574,261	2,346,659
20. Warner-Lambert	2,440,285	1,741,956
21. Alberto-Culver	2,428,019	1,702,584
22. Kellogg	2,319,238	3,146,226
23. Philip Morris Inc.	2,242,678	2,528,593
24. National Dairy Products	2,236,653	2,178,588
25. American Tobacco	2,098,239	2,608,830

Top 25 Brands

	1961	1960
1. Anacin Tablets	$2,869,167	$2,551,128
2. Winston Cigarets	2,017,209	1,601,206
3. L&M Filter Tip Cigarets	1,830,875	1,387,881
4. Kent Cigarets	1,628,293	1,390,723
5. Texaco General Promotion	1,622,268	1,374,052
6. Dristan Tablets	1,514,419	2,572,758
7. Salem Cigarets	1,389,812	1,053,228
8. Chevrolet Passenger Cars	1,366,910	1,175,779
9. Crest Toothpaste	1,318,328	1,030,791
10. Tide	1,307,016	1,494,929
11. Bayer Aspirin Tablets	1,278,436	1,930,483
12. Beech-Nut Gum	1,231,092	648,540
13. Colgate Dental Cream	1,202,647	1,535,428
14. Bufferin	1,201,511	1,240,095
15. Pall Mall Cigarets	1,142,109	1,568,382
16. Alka-Seltzer	1,130,757	819,376
17. Schlitz Beer	1,121,074	924,592
18. Ford Passenger Cars	1,099,022	994,476
19. Marlboro Cigarets	1,070,134	1,028,063
20. Listerine Antiseptic—Oral	1,058,926	1,061,634
21. Camel Cigarets	1,035,564	887,423
22. Prudential Insurance	1,015,509	986,754
23. Duncan Hines Cake Mixes	1,006,833	128,753
24. Allstate Insurance	997,200	555,885
25. One-A-Day Vitamin Tablets	995,262	1,329,067

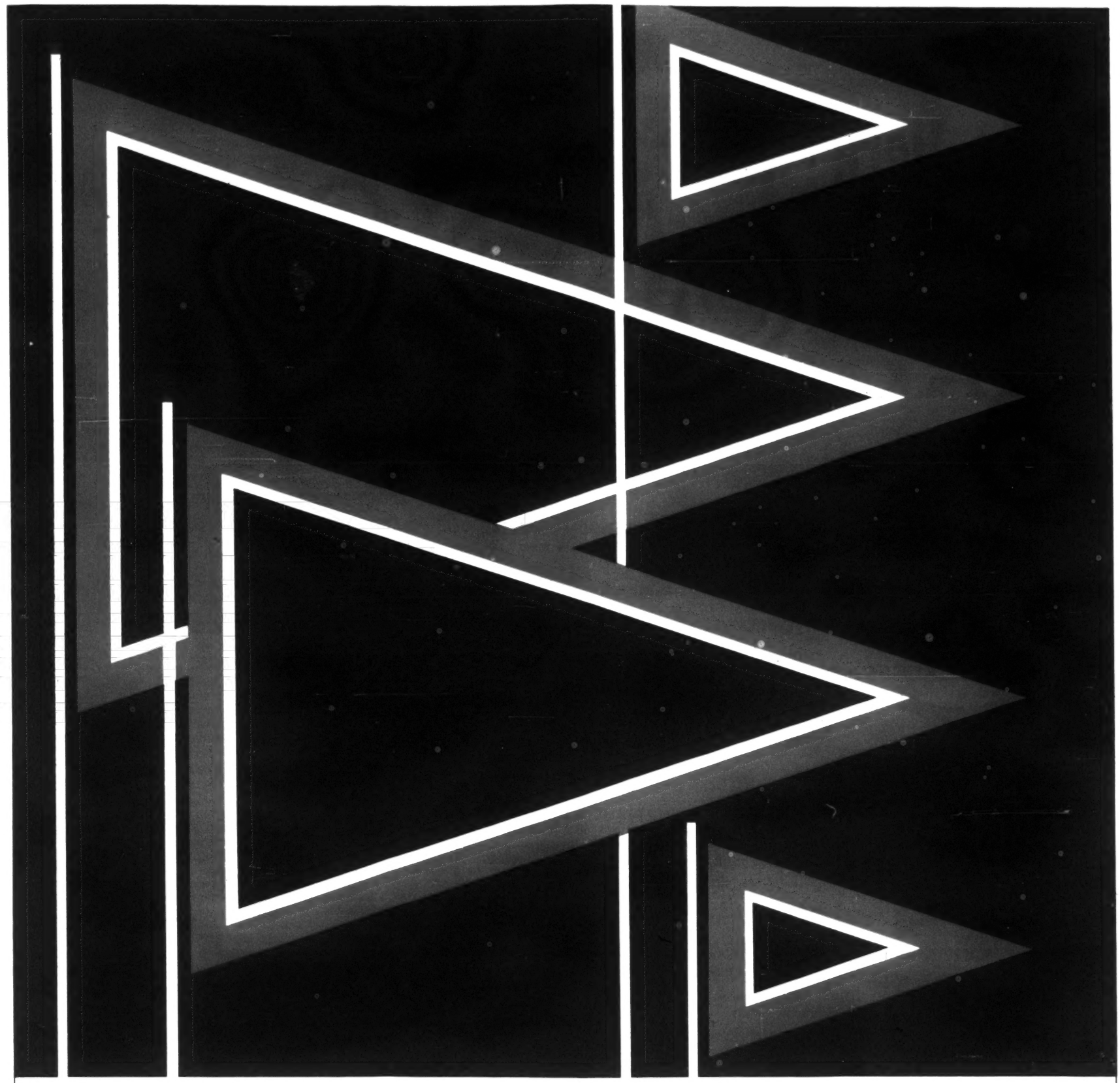
Gray & Rogers Expands Duties of Arnold, Kinney

Gray & Rogers, Philadelphia, has increased responsibilities of its two youngest partners, David B. Arnold and William Kinney, to share top administrative responsibilities with Jerome B. Gray, founder and senior partner. Edmund H. Rogers, other founder of the agency, retired as partner in the latter part of 1960. He remains in the agency as head of the tv-radio department.

The agency has also named Henry R. Hallowell, of advertising contact, in charge of business management of the public relations-publicity department.

Fluge to Owens-Illinois

Peter J. Fluge has been named communications manager of the paper products division of Owens-Illinois Glass Co., Toledo. Mr. Fluge has been vp and general manager of Wentzel & Fluge, Chicago agency, for the past four years.



TIME is the shape of the college market

Circulation in College Towns with colleges having 3,000 enrollment or more and with ratio to town population of 25% or more.

TIME, The Weekly Newsmagazine	54,800
Newsweek	25,300
Sports Illustrated	16,600
U. S. News & World Report	16,000
New Yorker	8,100

Totals based on latest publishers' reports, adjusted to correspond with latest announced rate-base or guaranteed circulations.

On America's campuses, TIME has more than 250,000 subscribers—and, naturally, a tremendous pass-along readership. And in leading academic communities, TIME is the best selling selective magazine by far. Why shouldn't it be? It's written for educated people who are interested in the whole world's week.

TIME

TIME . . . TO REACH 2,550,000 TOP-OF-THE-MARKET FAMILIES

It's Here!

The New International Publication Edited for the World's Most Select Audience

CLIPPER®
MAGAZINE

CLIPPER goes around the world traveling with the most influential, discriminating and informed reader audience — the world traveler!

CLIPPER readers represent an isolated consumer market with the money to buy!

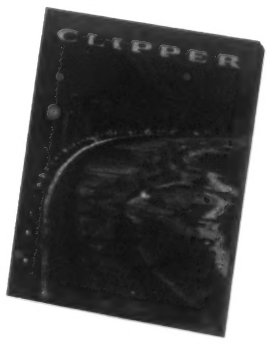
37 percent of CLIPPER readers have an annual income over $15,000. 28 percent have an annual income over $20,000.

CLIPPER takes the worldwide off-beat editorial track with a full color format to stimulate, entertain and inform 600,000 air travelers bimonthly! 70 out of every 100 CLIPPER readers entering and departing the U.S. are American citizens.

CLIPPER offers international and regional advertising space in a full size (8¼ x 11) prestige magazine.

260,000 Atlantic Edition — 230,000 Latin American Edition
110,000 Pacific Edition

CLIPPER is distributed directly to the seat of every passenger on every flight of Pan American Airways — — Worldwide!



CLIPPER
THE MAGAZINE THAT TRAVELS THE WORLD WITH THE WORLD TRAVELER
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WONDERS of the WORLD

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Warm Weather Ads for Gordon's Gin Set in Magazines

NEW YORK, June 6—Out in the cold, cold snow is where Renfield Importers has tossed its London dry gin for a summer magazine campaign.

"The ad is simply a bottle of Gordon's gin snuggled into the snow, with a line and one-half of copy," said Melvin A. Singer, vp of Grey Advertising Agency. He said the four-color bleed ad will "tell the story in the shortest possible terms." It will be a break from "the conventional bottle simply sticking up.

"The snow was actual snow that fell in a New York storm, and we dropped a bottle in there," he said. "A snow scene in summertime is a little offbeat, and we hope to get darned good product registration in a unique manner."

The story told in the ad, lined up for eight magazines in July and August, "stays on the beam of our campaign—the tradition, Englishness and antiquity of Gordon's gin."

■ The headline, "No wonder the English have kept cool for 192 years!," refers to "the fact that the English do keep cool," Mr. Singer added. "We are playing on that fact—that they have gone through all kinds of hell and fire and never get really excited.

"The '192 years' is a reference to the number of years that Gordon's has been in existence, and this tongue-in-cheek approach implies that the reader would have to have some knowledge of our previous advertising."

Gordon's big push this summer will be based on a traditional consumer switch in hot weather. "The consumer does not switch from liquor, but merely switches types," said Mr. Singer.

The snow ad will run twice in *Life*, *Look* and *The New Yorker*, and once each in *Ebony*, *Esquire*, *Newsweek*, *Sports Illustrated*, *Time*, *U. S. News & World Report* (all July) and *Holiday* (August).

Gordon's advertising is allocated by its two prime distributors, Renfield (for all states except the West) and Parrott & Co. Grey Advertising is the agency. #

BRRRRRR—*Gordon's gin is shown in an unseasonal background in this summertime four-color ad.*

Nowak Named President of Chapman-Nowak Agency

Donald J. Nowak, exec vp of Chapman-Nowak & Associates, Syracuse, has been elected president of the agency. He succeeds Dene B. Chapman, who assumes the new post of chairman of the executive committee.

Other officers of the agency who

Dene Chapman

Donald Nowak

were recently reelected include Justin J. Foley, vp and director of creative services; Owen J. Crumb, vp and director of public relations; James Quinn, secretary; and Virginia M. Krick, assistant treasurer.

Henkin Joins Conn

Daniel J. Henkin has joined Conn Corp., Elkhart, Ind., as advertising and sales promotion manager. For the past seven years, Mr. Henkin has been with G. Leblanc Corp., Kenosha, Wis., where he was director of advertising. Both companies make musical instruments.

CIVIL WAR
Documents • Money • Photos
Authentic reproductions on Aged Parchment paper for
PROMOTIONS • PREMIUMS • DISPLAYS
Sample Kit (42 different pcs.) $10.00
includes quantity price list
AMERITAGE CO.
P. O. Box 1377 Phila. 5, Pa.

WAVE-TV viewers brew 28.8% more COFFEE and TEA

—toast 28.8% more toast, and enrich it with 28.8% more "spread"!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

Why Advertise At All?*

A new approach to the job of increasing sales effectiveness . . . which challenges everyone who has a sales responsibility.

If your job involves the creation of more sales, here at last is a tool you have needed for a long time. It can increase the impact of your total sales effort. It can put salesmen's time and talents to fuller, more productive use. It can pinpoint the most effective means of attacking a market. It can help to build sales volume to a degree considered "impossible" until now. *All at lower cost per dollar of sales!*

What is this new sales tool? A simple, analytical procedure which leads management—step-by-step—through its own sales objectives and its plans for achieving them. The result is a striking revelation. More often than not, it exposes a deficiency in the operation of a company. Management is made to realize, as never before, the true importance of "non-personal sales calls" and the vital part they play in increasing sales volume.

Beginning witl. the question "Why advertise at all?" the new approach goes on to firm up your company's or client's total market objective. It indicates how non-personal sales dollars can be stretched by applying sales effort with maximum efficiency. And to a major degree, it answers the basic question, "How should I allocate my sales budget for greatest effectiveness?" All in *actual figures*, pertinent to the *specific company*, which you insert in an easy-to-use workbook.

This new and unique approach to marketing goals is a *tested technique*. It is already proving to be one of the most useful tools ever developed for all who have a sales responsibility. As you might expect, the demand for this new tool is spreading rapidly. If your company or client sells anything to the metalworking market—companies that produce, fabricate, or use metal—your IRON AGE Regional Business Manager is ready to help you put our new concept to work. The tools are free. Call him now.

Atlanta, Ga. — JAckson 3-6791
Chicago, Ill. — RAndolph 6-2166
Cleveland, Ohio — SUperior 1-2860
Columbus, Ohio — CApital 1-3764
Dallas, Tex. — EMerson 8-4751
Detroit, Mich. — TRinity 1-3120
Hartford, Conn. — ADams 2-0486
Los Angeles, Calif. — SPring 2-1819
New York, N.Y. — OXford 7-3400
Philadelphia, Pa. — SHerwood 8-2000
Pittsburgh, Pa. — ATlantic 1-1830
San Francisco, Calif. — UNderhill 1-7107

* A management service of the IRON AGE — Copyright, 1961, The Chilton Company

Show Business Illustrated, New Biweekly, Debuts Aug. 23, 50c a Copy

New Mag Aimed at Class Market – Guarantees 350,000 Net Paid Circulation at Start

CHICAGO — The Premier Issue of SHOW BUSINESS ILLUSTRATED, new full-color biweekly entertainment magazine from the publishers of PLAYBOY, will go on sale August 23rd, wearing a September 5th cover date.

Advertisers are being guaranteed an initial net paid circulation of 350,000 from the first issue on, although Editor-Publisher Hugh M. Hefner is predicting an eventual readership in excess of PLAYBOY's (now over 1,200,000 paid circulation per issue).

Cover-priced at 50c a copy, the new magazine is being directed toward an audience of upper-income urban adults who have the time, the means and the interest to support and actively enjoy the entertainment arts, and who now seek an informative, colorful and authoritative magazine about this important aspect of American life.

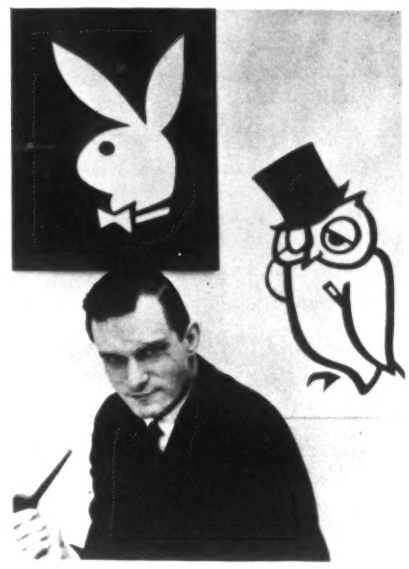
■ "There is no audience more important to the advertiser," Hefner observed, "than one which is seeking out guidance for a portion of its consumer spending. In our choice of entertainment, we exercise an effective mandate far more often than we do in almost any other phase of our lives, and the men and women who choose to read SBI take this mandate seriously. They like to stay informed so they can personally 'discover' new talent, find exciting new places to go, display the very latest in home entertainment equipment."

In announcing the creation of SHOW BUSINESS ILLUSTRATED, Hefner said the aim was to produce, in words and pictures, "a consumer magazine which gives an exciting view of the whole entertainment world and at the same time offers the kind of alert and sprightly criticism against which people can test their own judgments, hammer out their interests, sharpen their tastes."

■ Editorial offices have been opened in Chicago, New York and Los Angeles, and special correspondents have been assigned to all other important entertainment centers. Advertising offices have been established in New York, Chicago, Los Angeles and San Francisco.

According to Hefner, the new magazine will be edited both to entertain and to inform: "SHOW BUSINESS ILLUSTRATED will bring into focus all that's new and interesting in the world of entertainment—on-stage, backstage, offstage. There will be timely interviews, ratings and guides, authoritatively prepared by top critics in each field so that the discriminating reader can know in advance what is new, what is important, what is popular, what is fading."

Early issues will feature articles by Tallulah Bankhead, Jules Feiffer, John Crosby, Mort Sahl, Maurice Zolotow, John Gielgud, Patrick Dennis. In full-color picture stories, the excitement of Broadway by night is captured in the color photography of Marvin Koner; Ernst Haas visits the circus, while Jackie Gleason takes on Paris.



SHOW BUSINESS ILLUSTRATED *Editor-Publisher Hugh M. Hefner introduces the new* SBI *mascot, the Night Owl, who'll now share quarters with the* PLAYBOY *Bunny.*

BOUND TO BE PRESERVED...

SBI PREMIER EDITION BINDER **$2**

... today's most exciting entertainment showcase, SHOW BUSINESS ILLUSTRATED. Premier Edition coming August 23rd—certain to be a collector's item,* looked at again and again. Protect *your* copy in a handsome showcase of its own, a plush-black binder, gold-stamped with SBI's jaunty owl. Fill in and mail coupon today. Price: $2 ppd. Please include check or money order, or you may charge to your Playboy Club key.

* Copies of PLAYBOY, Volume I, Number 1 (Dec. '53) have been reported to sell for as much as $26.

SHOW BUSINESS ILLUSTRATED
Dept. AA 610
232 E. Ohio St., Chicago 11, Ill.

Send me the SBI Premier Edition Binder at $2 ppd.

name_____

address_____

city_____ zone___ state_____

OPENING AUGUST 23rd ☆ Great, New, Different

SHOW BUSINESS

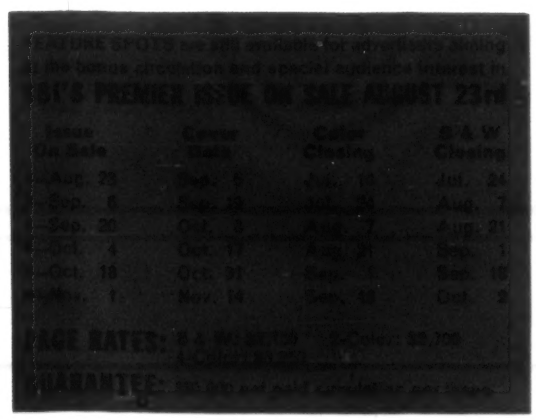
A NEW MAGAZINE
with a deep and lively concern for the entertainment arts
OFFERING
★ TOP WRITERS ★
★ COLORFUL LAYOUTS ★
PROVOCATIVE CRITICISM
★ DRAMATIC FORMAT ★
★ WIT AND HUMOR ★

VITALITY

★ Complete and concise news ★ reviews ★ previews ★ and ratings assembled with a sharp, inside, critical point-of-view ★ SHOW BUSINESS ILLUSTRATED promises to have genuine editorial vitality ★ and that unique quality of reader acceptance ★ and enthusiasm ★ that PLAYBOY has won from its readers. ★ ★

SELECTIVE AUDIENCE

SBI is aimed at an important audience: the men and women who have the interest, income and taste to select their entertainment; those who enjoy staying intelligently informed that they might select the best. ★ ★



THEATRE ★ MOVIES ★ TV ★ RECORDS ★ NIGHTCLUBS ★ SPECIAL EVENTS

Novelist and Playwright Al Morgan to Head SBI's New York Editorial Staff

NEW YORK — Al Morgan, noted novelist, playwright and screenwriter, has been appointed Senior Editor in charge of the New York editorial staff of SHOW BUSINESS ILLUSTRATED. The New York offices will be housed at 720 Fifth Ave., New York 19, New York, phone CIrcle 5-0906.

In addition, Jerry Yulsman, well-known free-lance photographer, has been assigned Eastern Staff Photographer for SHOW BUSINESS ILLUSTRATED.

SBI Frequency, Price Set Publishing Precedent

CHICAGO — The decision by the publishers of SHOW BUSINESS ILLUSTRATED to have the magazine appear every two weeks with a 50¢ cover price set a new precedent in the publishing world: no weekly or biweekly magazine on the stands commands this quality price

In explaining the frequency, Publisher Hugh Hefner observed that "too much happens too fast in the vast entertainment field to be adequately covered in a monthly. Timing is just as important in reporting a performance as it is in the performance itself."

Hefner added that "the premium cover price demonstrates that SBI intends to be a magazine that makes money on circulation, unforced circulation. It will be a magazine that readers buy and *not* a magazine that buys readers."

Show Business Illustrated Opens L.A. Editorial Offices; Dan Merrin Named Manager

LOS ANGELES — West Coast editorial offices of SHOW BUSINESS ILLUSTRATED, the new national entertainment biweekly to be published in late August, have been established at 8580 Sunset Boulevard, Los Angeles, according to an announcement by Hugh M. Hefner, Editor-Publisher.

The offices, located on the site of the future $4,000,000 Los Angeles Playboy Club, will be headed by Dan Merrin, the magazine's newly appointed Western Manager, Hefner added. The office phone number is OLympia 7-2260.

West Coast Contributing Editors include Joe Hyams, nationally syndicated columnist for the *New York Herald Tribune*, who will write on the Hollywood scene for SBI, and Herb Caen, "Mr. San Francisco" of the *San Francisco Chronicle*, who will report on the entertainment doings in that city.

Mario Casilli, prominent Hollywood portraiture photographer, has been appointed Western Staff Photographer for SHOW BUSINESS ILLUSTRATED.

In addition to theatrical portraiture, Casilli is also known for commercial and editorial photography.

Magazine from the Publishers of PLAYBOY

ILLUSTRATED

☆ ★ ☆ ★ ☆ ★ *every two weeks* ★ ☆ *50c* ☆ ★ ☆ ★ ☆ ★ ☆

ONSTAGE ★
BACKSTAGE
★ OFFSTAGE
★ ★ ★ ★ ★
all the EXCITEMENT ☆
FUN and COLOR of ☆
the most FASCINATING
INDUSTRY in the WORLD

COVERAGE

The doings of the entertainment world now demand comment more than ever before ★ not only because they are intrinsically fascinating ★ but because the new leisure has so elevated the lively arts that it is now important for people to be intelligently concerned with them ★ The business of SBI is to record those doings ★ to comment and reflect upon them ★ and to criticise them with clarity and integrity.

ARTICLES AND ★★ PROFILES

Probing articles and profiles written for SHOW BUSINESS ILLUSTRATED by the world's foremost writers and illustrated in a brilliant range of full color art and photography. ★ ★ ★ ★

DOUBLE VALUE
DOUBLE IMPACT
SBI'S SPECIAL
81 BONUS ISSUE
A BRILLIANT, HOLIDAY-PACKAGED
DOUBLE REVIEW-PREVIEW EDITION
—THE PERFECT SETTING FOR YOUR CHRISTMAS ADVERTISING
Closing date: Oct. 30
On Sale: Nov. 29
Cover date: Dec. 25

ADMIT to AMERICA'S MOST AWARE AUDIENCE

MAIN ADVERTISING OFFICE:
Howard W. Lederer, Advertising Director
SHOW BUSINESS ILLUSTRATED
720 Fifth Avenue • New York 19, New York • CIrcle 5-2620
Please send immediately further information about the new entertainment magazine, SHOW BUSINESS ILLUSTRATED!

CLOSING DATE
JULY
24
PREMIER ISSUE
ON SALE AUG. 23

name (please print)
address
city zone state OHIO
Branch Offices in Chicago, Los Angeles, and San Francisco

CLIP AND MAIL NOW

Rates Based On GUARANTEED Average Circulation of 350,000

ADMIT to AMERICA'S MOST AWARE AUDIENCE

There's No Business Like Show Business and No Magazine Like SHOW BUSINESS ILLUSTRATED!

Advertisement

Frank Gibney Named Editorial Director Of New Magazine

Jossel Appointed New Show Business Illustrated Art Director; Others Named

CHICAGO — Frank Gibney, nationally known magazine editor and best-selling author, has been named Assistant Publisher and Editorial Director of SHOW BUSINESS ILLUSTRATED.

Formerly with *Life* Magazine in an editorial capacity and as a by-line writer, Gibney was previously Features Editor of *Newsweek*, where he reorganized and headed the arts and entertainment sections.

Gibney started his magazine editorial career with *Time* in 1947, as Foreign Correspondent covering the London entertain-

Frank Gibney

A. C. Spectorsky

ment and cultural scene. Later, he headed *Time*'s Tokyo Bureau, following stints at the Paris Bureau and at the U.N.

Author of the recent best-seller, *The Operators*, Gibney has also written four other books — *Five Gentlemen of Japan*, *The Frozen Revolution*, *The Secret World* and *The Khrushchev Pattern* — and is now at work on a sixth.

SBI's Editor-Publisher, Hugh Hefner, also publisher of PLAYBOY, will keep an active hand in the editorial concept and contents of SHOW BUSINESS ILLUSTRATED, as will Associate Publisher and Editorial Director of PLAYBOY, A. C. Spectorsky.

■ Leonard Jossel, who has been appointed Art Director of SHOW BUSINESS ILLUSTRATED, is former Art Director of *Time, Inc*'s., Book Division, where he created the format and design for the recent releases of the *Life* Book Series.

Jossel has also served as free-lance consultant Art Director for many of the country's major industries.

■ Senior Editors include William Ewald, recently Associate Editor of *Newsweek*; Sheward Hagerty, member of the *Newsweek* staff for the past five years; Marvin G. Barrett, former Radio-TV editor of *Newsweek*; and Lee Gottlieb, formerly Assistant Managing Editor of *TV Guide*.

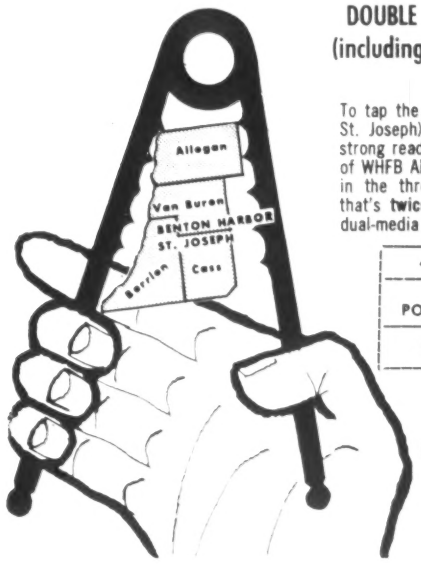
Ewald, *Newsweek's* Television-Radio Editor for the past two years, was previously Television Editor for *UPI*, authoring a daily column that won him the 1959 National Headliner's Award for the nation's best television column.

Hagerty, Education Editor of *Newsweek* since 1959, is the winner of the Education Writers' Association's first prize in the magazine category and the National Education Association's School Bell Award.

Barrett, who was TV-Radio Editor of *Newsweek*, was also with *Time* for four years, specializing in music. He is also the author of the book, *The Jazz Age*.

Gottlieb previously was Assistant Managing Editor for *TV Guide*.

■ Associate Editors named to SHOW BUSINESS ILLUSTRATED are Frank DeBlois, former writer and critic for *TV Guide*; Don Gold, formerly Editor of *Downbeat*; and Richard Lewis, who has been a reporter for *Life* Magazine since 1956, specializing in entertainment news.



DOUBLE your selling effectiveness in Southwestern Michigan (including Benton Harbor and St. Joseph) the dual-media way!

To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach,** utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

WRAP AROUND—*The front cover of the July 'Teen becomes a part of the Modess ad on the back cover when magazine is spread out flat. The ad offers a free golden friendship ring to readers sending in endflap from Teen-Age by Modess. Young & Rubicam is the agency.*

DISCOVER THE NEW WORLD OF AMERICANA

OPENING MID-1962 AT 52ND TO 53RD STREETS ON SEVENTH AVE.

Imaginative in concept, daring in design, and extremely versatile in facilities, the 50-story AMERICANA of New York will set a new standard in the hotel field. Its 2,000 rooms, seven restaurants, shopping promenade and built-in garage will be complemented by New York's largest and finest convention facilities: more than 60,000 sq. ft. of exhibit area, a Grand Ballroom, 7 Junior Ballrooms, 33 private meeting rooms. For information and firm bookings, write or call: The AMERICANA of New York, Sales Department, 1540 Broadway, New York 36, N. Y. (JUdson 6-4400) **Direction: LOEW'S HOTELS, INC., Preston Robert Tisch, President.**

Katz Agency Issues New Spot TV Guide

NEW YORK, June 6—Katz Agency, media representative, has issued the 29th edition of its "Spot Television Advertising Cost Summary." The semi-annual report is intended for use by advertisers and agencies as a guide for making quick estimates of spot tv costs in as many as 228 markets.

The up-dated summary includes market-by-market rates by nighttime, daytime and late night periods. Nighttime rates are given for half-hour show sponsorship, as well as 20-second announcements. Rates are listed for minute and 20-second daytime spots and late night minutes, based on one-time, six-per-week and 12-per-week plans. Totals are given for markets in groups of ten.

All rates are based on those published in the March 15, 1961, issue of *SRDS Spot Television Rates & Data*. Rates are given for the single station in each market with the highest base rate.

■ The Katz guide also includes formulas for estimating spot tv budgets. Estimates for computing frequency discounts, for example, suggest a 2% discount for sponsorship of a nighttime half-hour on a 13-time schedule. A 6% discount estimate is suggested for nighttime 20-second spots on 52-time orders. Time unit relationship formulas are also included, such as a 20-second nighttime announcement representing 92% of the nighttime minute cost.

Copies of the Katz summary are available to advertisers and agencies. #

National Starch Buys Kleen-Stik Products

National Starch & Chemical Corp., New York, has bought the business and assets of Kleen-Stik Products, Chicago, and will operate the company as a subsidiary corporation, under its present management. Kleen-Stik told ADVERTISING AGE there would be no change in the advertising department or agency relationship. Kleen-Stik's agency is Burlingame-Grossman Advertising, Chicago. Agency of record for National Starch is G. M. Basford Co., New York.

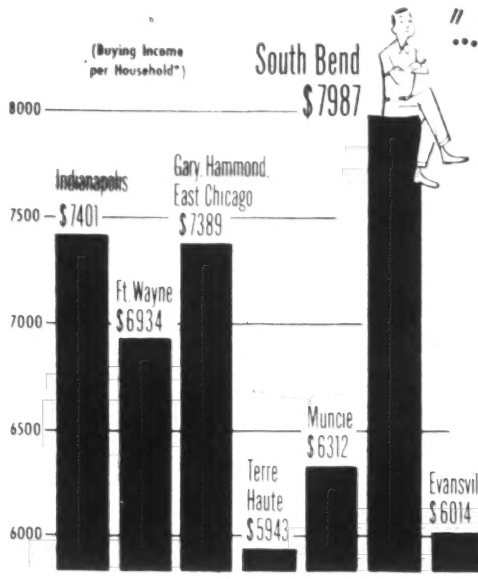
Imperial Motels Names Blake

Wally Blake, formerly a specialist in shopping center promotions in San Diego, has been appointed director of public relations of Imperial 400 Motels, a Los Angeles-based chain. He will administer a $100,000 annual advertising-pr program. The Imperial chain is now in the midst of a $10,000,000 expansion program, opening 30 new motels in seven western states.

Legs Diamond and Scott Fitzgerald and Clara Bow and Gertrude Stein and Shipwreck Kelly and Havelock Ellis and Texas Guinan and Sinclair Lewis and Sacco-Vanzetti and Harding-Coolidge and Freud and Darrow and Mencken.

LOOK Unforgettable people of a never-to-be-forgotten decade—of speakeasy and "booboisie," raccoon coat and monkey trial, of bright new freedoms clashing with the old restraints.

Know the people and understand the era that formed the modern American spirit. They *were* "The Twenties"—in the current LOOK. *the exciting story of people.*



"...AND STILL CHAMPION"

While South Bend's $575 million in buying income isn't to be overlooked, it's only part of the total market picture. This is a 7-county ABC zone with 688,000 people, and over $1.4 billion in spendable income! And only one newspaper, The South Bend Tribune, covers the entire area. Get complete details in 1961 market data book.

The South Bend Tribune

*Copr. 1961, S. M. Survey of Buying Power, further reproduction forbidden

Franklin D. Schurz
Editor and Publisher

Story, Brooks & Finley, Inc.
National Representative

KNIGHT OF THE BRUSH—*Joseph J. Hartigan (left), senior vp, Campbell-Ewald Co., receives his warrant as Knight of the Brush from Edward C. Donnelly Jr., president and general manager of John Donnelly & Sons, after his speech before the Boston Advertising Club during Outdoor Advertising Day. The "warrant" says that Mr. Hartigan "may never paste a fellow knight; nor give him a brush off; nor pounce upon him; nor blank him out; nor snipe at him. By being well posted and in good trim at all times, he shall illuminate the company he keeps."*

ANNOUNCING

BEGINNING IN SEPTEMBER

3 separate publications

for greatest advertising impact in rural

KANSAS – OKLAHOMA – TEXAS

each with

SPECIFIC, LOCALIZED EDITING!

Effective with the 50th Anniversary of The Farmer-Stockman, this popular publication will become *three* separate farm magazines, serving three great farming and stockraising states:

- **The OKLAHOMA Farmer-Stockman**
- **The TEXAS Farmer-Stockman**
- **The KANSAS Farmer-Stockman**

During the past 50 years, The Farmer-Stockman has helped many advertisers improve their position in Oklahoma and Texas. It will continue to do so. And beginning September, we can serve you likewise in Kansas!

Commercial Advertisers may use these three publications individually or all of them at a lower combination rate. Rate card No. 22A shows separate rates for Oklahoma and Kansas.

The Farmer-Stockman 50th Anniversary

For space reservations or additional data—write, wire or phone your nearest Farmer-Stockman office.

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director

SALES OFFICES:

CHICAGO 11, Superior 7-6145
400 N. Michigan Avenue
Lee Hamline, Mgr.

NEW YORK 17, MUrray Hill 4-3340
420 Lexington Avenue
Joe Paulsen, Mgr.

OKLAHOMA CITY 1, CEntral 2-3311
500 N. Broadway
Bill Pullen, Mgr.

DALLAS 5, LAkeside 1-3121
4321 N. Central Expressway
Alex McCommas, Jr., Mgr.

ABC · STATE and LOCAL FARM PAPERS · APA

Publicis Patterns Institutional Ads on Editorial Formats

NEW YORK, June 6—Five years ago it would have been difficult to find any institutional advertising in France.

Today there is a good deal of it—and one of the instruments that has played a leading role in this development is the Information Industrielle department of Publicis, leading French agency.

Information Industrielle was organized by Publicis to enable French industrial organizations to acquire greater public recognition. Ads produced by this department bear an "Information Industrielle" seal, and most of them are patterned on the editorial style of the publications in which they are placed.

■ As an indication of its success, some 300 pages of Information Industrielle advertising have been placed in French publications during the past two years. Among the industries served have been the French steel, chemical, aluminum and banking industries.

Copies of a brochure outlining this program are now available from the New York office of Publicis, 610 Fifth Ave.

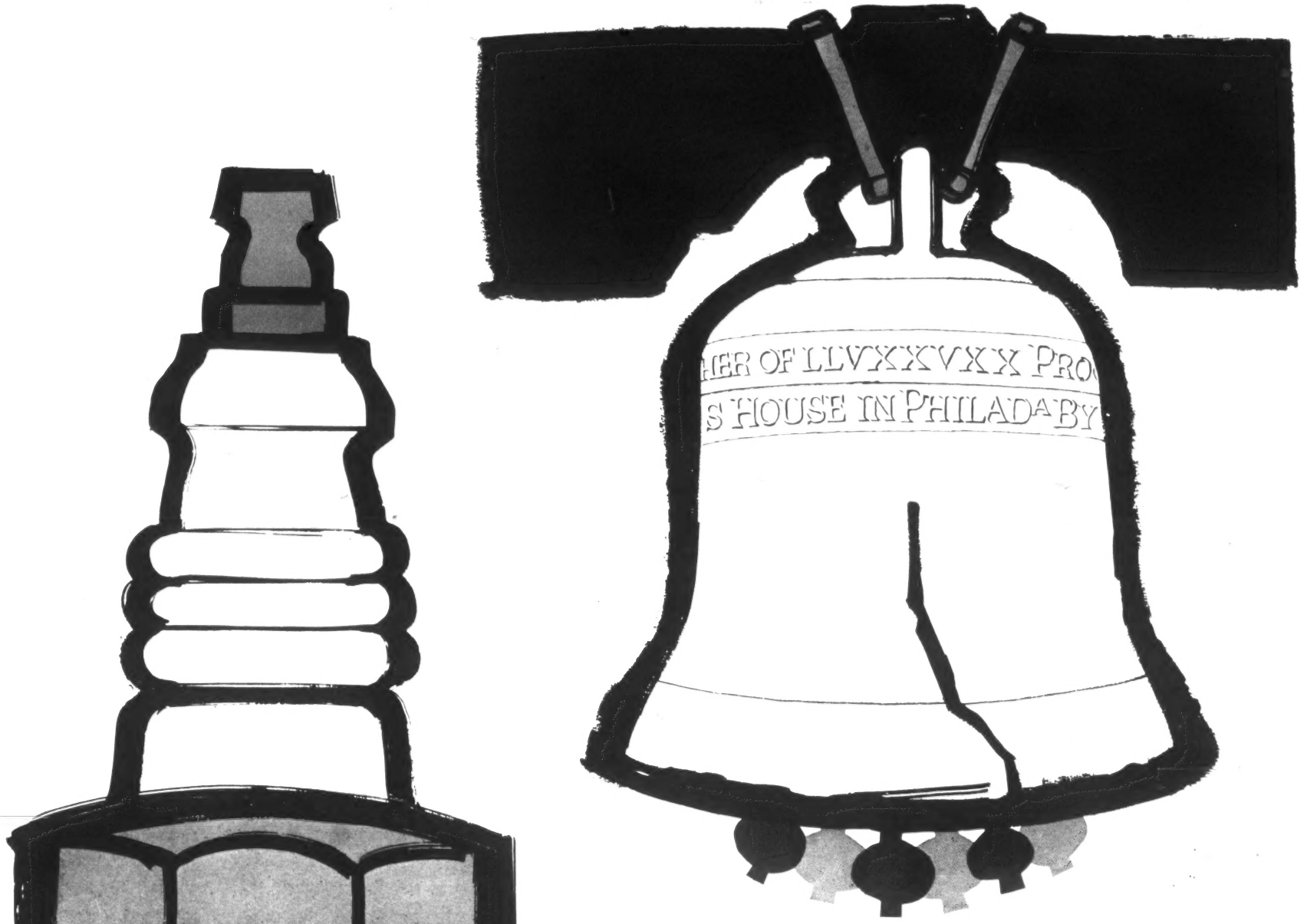
Cryovac Expands Program; Names K&E, Simonds, Payson

The Cryovac division of W. R. Grace & Co., Cambridge, Mass., plans to expand the marketing of its shrinkable plastic films to other industries. Cryovac packaging now is used in the meat, dairy and poultry industries, and the company hopes to find applications for the films in such items as books, records, premium packaging, toys and industrial parts.

Kenyon & Eckhardt, Boston, the Cryovac agency, will handle the additional assignments, except for one segment. Simonds, Payson Co., Portland, Me. and Boston, has been appointed to handle promotion and advertising to the bakery industry.

'Western Industry' Changes to 'Western Manufacturing'

The name of *Western Industry* has been changed to *Western Manufacturing*, effective with the June issue, in order to define the publication's editorial purpose more accurately. The monthly, which covers the 13 western states, is published by King Publications, San Francisco.



Tbecause Toledo is different from Philadelphia...

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**WSPD-Radio and WSPD-TV dominate in Toledo. WIBG rates number 1 in all Philadelphia surveys.*

LOS ANGELES KGBS	**PHILADELPHIA WIBG**	CLEVELAND WJW	WHEELING WWVA	**TOLEDO WSPD**	DETROIT WJBK	*STORER* BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	**TOLEDO WSPD-TV**	DETROIT WJBK-TV	

the case for deep self

Chilton's M-A-P *in action...*

MARKETING ASSISTANCE PROGRAM

The automotive manufacturing industries must be sold in depth. That's why the circulation of Automotive Industries covers the buying influences in administration, engineering, design, production and purchasing.

The reason for deep sell is obvious. Plenty of key people get in on the act of designing and making cars, trucks, buses, engines, parts; tractors, farm and construction equipment; aircraft; missiles and military vehicles. And they all have to work together. For economy. For automated precision.

In plant after plant, Automotive Industries is constantly uncovering *all* the buying influences . . . up to several thousand in the larger companies.

Automotive Industries and its Marketing Assistance Program (M-A-P) can help you use this deep-sell concept in several ways.

Advertising—Over 30,000 copies semimonthly, nearly half of which are passed on to an average of 8 other readers.

Plant Census—Comprehensive data on all worth-while plants. Useful for sales analysis, surveys, locating prospects and establishing sales territories.

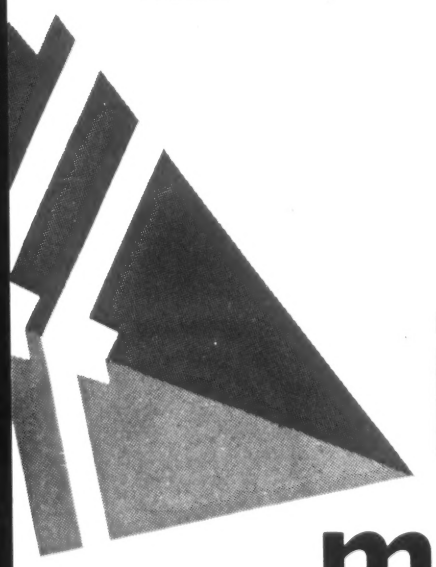
IBM Cards—Names and addresses of over 7500 manufacturers and suppliers. Coded for high-speed breakdown by plants, areas, etc.

Direct Mail—Complete mailing service to all or any part of an up-to-date list of over 55,000 buying influences.

Subscriber Profile—161-page depth study helps you understand the magazine's readers, sharpen your advertising and selling appeals.

Product Studies—Valuable information on which plants are buying what products and in what quantities.

Marketing assistance like this is a by-product of the constant circulation refinement and editorial improvement program carried out by each of Chilton's 19 business magazines. For M-A-P help, contact the representative of the magazine covering your market.



in marketing

CHILTON COMPANY Chestnut & 56th Sts., Philadelphia 39, Pa.

NBP

Department Store Economist • The Iron Age • Hardware Age • The Spectator • Motor Age • Automotive Industries • Boot and Shoe Recorder • Commercial Car Journal • Distribution Age • Butane-Propane News • Electronic Industries • Aircraft & Missiles • Hardware World • Optical Journal and Review of Optometry • Jewelers' Circular-Keystone • Food Engineering • Marine Products • Gas • Product Design & Development • Business, Technical and Educational Books • Chilton Research Services

PHOTOGRAPHIC REVIEW

Mrs. Clay Joe Reese Mrs. Jefferson Jenkins Jefferson Young

63 YEARS SERVICE—*At 78, after 63 years on the advertising sales staff of the Seattle Times, Percy Jefferson has retired. He is shown here, at a party given by the newspaper, surrounded by his family—Mrs. Jefferson; his daughter, Mrs. Rex Clay and grandson Joe Clay—and by Times staffers: Russell W. Young, advertising manager; Lester P. Jenkins, classified advertising manager; and Bob Reese, retail salesman. Mr. Jefferson left for an auto tour of Canada after his retirement.*

Howe Gardner Cabot Tyler

BOSTON'S FIRST—*Top awards in Boston Advertising Club's first creative competition are presented by William D. Tyler, exec vp of Benton & Bowles and* Advertising Age *columnist, to Richard Howe of Batten, Barton, Durstine & Osborn (outdoor, radio, business ads, and tv); Frank Gardner of Lloyd Advertising (magazines); and Harold Cabot of Harold Cabot & Co. (newspapers).*

HARDTOP—*This tortoise is featured in the Bank of America's current drive for its Timeplan auto financing service. It appears throughout California on outdoor posters, in newspapers and on displays in the bank's 700-plus branches. Johnson & Lewis is the agency.*

Magee Thurman Hileman

SCHOLARSHIP—*The first Dan Hopkins advertising scholarship given by the Illinoky Advertising Club for study in Southern Illinois University's journalism department is presented to Brenda Thurman, a senior at Ballard Memorial High School, Barlow, Ky., by the club's president, A. J. (Pat) Magee, publisher, Advance Yeoman, Wickliffe, Ky. Looking on is Dr. Donald G. Hileman, director of advertising in the university's journalism department.*

Fulcher Maybee Lawrence Young Medberry Langdon

LULUS—*Carson/Roberts, Los Angeles, was well represented in the recent competition for "Lulu" awards, sponsored by the Los Angeles Advertising Women. Here, flanking actress Loretta Young, are winners from the agency: Norma Fulcher, Bette Lou Maybee, Cynthia Lawrence, Lynn Medberry and Ruth Langdon.*

BATTER UP—*Falstaff Brewing Co., St. Louis, is using this revolving pole stacker, featuring various teams at dealer's choice, in a new mass-merchandising promotion.*

ANIMATION FOR 6-12—*Union Carbide Corp. is using cartoon commercials to show how 6-12 insect repellent can be sprayed on exposed skin or nylon-covered legs to give the "whole family hours of bite prevention" from "angry young black flies, gnats, chiggers and especially mosquitoes!" Produced for Union Carbide by CBS Animations through J. M. Mathes Inc., the 30-second commercials are being aired on participation shows on all three tv networks since early in June.*

SALES MANAGERS: BREAK the space-buying RULES

BREAK INTO

one of America's hottest markets now!

How good is business in Iowa? This good: Personal income first three months — up 7.4% compared to national drop of 0.1%. Department store sales first 4 months up 6% . . . new home construction first 3 months up 25% . . . cash farm receipts up 15% first three months. Every indicator points to Iowa as one of the brightest spots in the nation's economy!

You may be dealing yourself out of this hot market by following an outmoded rule of space buying . . . that is, buying space only according to standard Metropolitan Area population ranking. This ranking, for instance, lists Des Moines (Polk County) way down the list in size of Metropolitan Area markets.

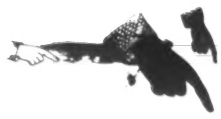
But we aren't talking about Des Moines or a lifeless statistic — because that statistic distorts the actual marketing facts. What we are talking about is the exciting concept of a horizontal, state-wide market instead of a vertical, metropolitan one. We are talking about IOWA . . . not "just another state," but one of America's most consistently active markets, unified by the state-wide coverage of one of America's great newspapers, the Des Moines Register and Tribune!

The key to it is "circulation coverage." Truth is, with 50% or better coverage in 76 Iowa counties, Des Moines Sunday Register ranks No. 11 and Daily Des Moines Register and Tribune with same coverage in 34 Iowa counties ranks No. 28 among Metropolitan Area markets.

What kind of job do these papers do for you? National and regional chains report great successes with state-wide campaigns . . . Gambles, Kresge's, Sears, Wards, Woolworth's, others. Says Morey Sostrin, President, Younkers . . . "For many years, we have conceived of all Iowa as our market. Fortified by the background of state-wide newspaper coverage by the Sunday Register, we established our first branch store in Ames, Iowa, more than 20 years ago. Today, we have 15 units in Iowa alone. While our principal unit and parent store is in Des Moines, it operates as headquarters for a state-wide business. We take full advantage of the Des Moines newspapers' far-reaching selling influence throughout all Iowa."

The customers are buying in Iowa — now's the time to reach them. Now's the time to break the "space-buying rules" and stir up sales for you in record-breaking Iowa with "The Hometown Paper for the Whole State of Iowa.."

Represented Nationally by: Newspaper Marketing Associates – New York, Chicago, Philadelphia, Detroit, Los Angeles, San Francisco



If you are not getting Powderless Etched *copper* process or monochrome reproductions from your engraver, you are being short changed out of a development of vast importance affecting quality in the publication run.

This is straight talk to you engraving buyers.

HUTCHINGS & MELVILLE, INC. *Photoengravers*

SPECIALISTS IN POWDERLESS ETCH OF *copper* ORIGINALS

4043 North Ravenswood Avenue, Chicago 13, Illinois

Equipped with COLOR SPLITTER, KLIMSCH CAMERA, 4 COLOR 604 PRESSES

Jake Albert Retires After 42 Years with 'Detroit News'

Jacob (Jake) Albert, 67, who for many years was promotion, public relations and research director of the *Detroit News*, has retired after 42 years with that newspaper. Mr. Albert has been executive assistant to Robert E. Reese, director of public relations and research, since last July 1.

Mr. Albert joined the *News* in 1919 as a writer of classified advertising promotion copy. He was the first member of the daily's promotion department. He was one of the founders of the National Newspaper Promotion Assn. and served as president of the group in 1934-'35.

Power Sources Names Allied

Power Sources Inc., Burlington, Mass., manufacturer of solid state and magnetic devices for power conversion, has named Allied Advertising Agency, Boston, to handle its advertising.

George Fowler, 76, VP of C&W, Veteran Ad Exec, Is Dead

GLEN RIDGE, N.J., June 6—George S. Fowler, 76, a senior vp at Cunningham & Walsh, New York, died at his home here yesterday of heart failure.

Mr. Fowler, one-time president of the Assn. of National Advertisers, had been a partner in Newell-Emmett Co., the agency which became Cunningham & Walsh in 1950. He had been a top man on the Texaco, Western Electric and Beech-Nut accounts.

Prior to World War 1, Mr. Fowler had been advertising manager of Colgate Co. From 1926 to 1928 he was an account executive with the J. Walter Thompson Co., and from 1928 to 1931 he was vp of Simmons Co.

TOM WALLACE

LOUISVILLE, June 6—Tom Wallace, 86, editor emeritus of the *Louisville Times* and past president of the American Society of Newspaper Editors, died yesterday of a cerebral hemorrhage. He was also former president of the Inter-American Press Assn.

In his lifetime newspaper career, Mr. Wallace gained recognition as a crusading conservationist and advocate of hemispheric friendship. He waged a successful fight to keep Samuel Insull's power interests from building a hydroelectric plant that he saw as a threat to the beauty of the Cumberland River. Starting as an unpaid cub with the *Times* in 1900, he became the newspaper's edtior in 1930. He held this post until his retirement in 1948. Until recently he continued to write a column for the *Times*, in which he often attacked the commercialization of state and national parks. Mr. Wallace had also worked on the staffs of Cincinnati and St. Louis newspapers and on the editorial page of the *Louisville Courier-Journal*.

J. K. FLANAGAN

MIAMI, June 6—J. K. Flanagan, 59, vp in charge of advertising and public relations of Florida Power Corp., died June 2 of a heart attack in Mercy Hospital here.

Mr. Flanagan, who had worked for many newspapers, was named advertising director of Florida Power in 1942. Later he took over public relations, and in 1957 he was named a vp. He also was a director of Public Utilities Advertising Assn.

FRED C. BECKWITH

DAVIS, CAL., June 6—Fred C. Beckwith, 37, national advertising sales manager of KCRA-TV, Sacramento, died June 3 after his car crashed into an abutment near here.

ROBERT AMESTOY

BIARRITZ, June 6—Robert Amestoy, 50, advertising manager of Bercut-Vandervoort & Co., San Francisco wine importer, died in an automobile accident near here June 2. He was in Europe on business, and was buried in this city, his birthplace.

W. PRENTISS BROWN

LAKELAND, FLA., June 6—W. Prentiss Brown, 63, formerly an account executive of Byer & Bowman Advertising Agency, Columbus, O., died May 26 here after a long illness. In Lakeland he founded Brown's Hobby Harbor. #

Compton Moves Sheldon

C. B. Sheldon has been appointed account supervisor at Compton Advertising, Chicago, for the American Dairy Assn. account. Mr. Sheldon has been in the agency's New York office for seven years.

"SELL ME IN THE MORNING," says BUFFALO

There's a time and a place for everything. And Buffalo's retailers know the time and the place to sell Western New York's male population is in the morning . . . in the Buffalo Courier-Express. Here is how they are placing their advertising linage this year:

	Courier-Express	News
AUTOMOBILE DEALERS:	71%	29%
MEN'S CLOTHING STORES:	73%	27%
REAL ESTATE:	53%	47%
FINANCIAL:	52%	48%

Source: Media Records (1st Quarter 1961)

These advertisers know the impact of the Courier-Express morning news, financial, editorial and sports coverage on the living and buying habits of its male readers. That's why they choose the Courier-Express to reach the men of Western New York when they want to be sold . . . in the morning.

And if you're selling Western New York women, remember women's clothing stores place 62% of their weekday linage in the Courier-Express.

ROP COLOR 7 DAYS

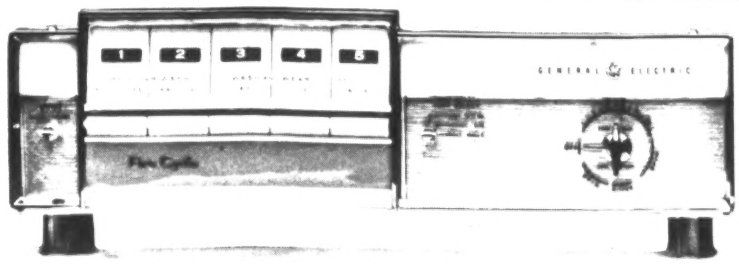
Represented Nationally By:
Newspaper Marketing Associates
New York
Chicago
Philadelphia
Detroit
Los Angeles
San Francisco

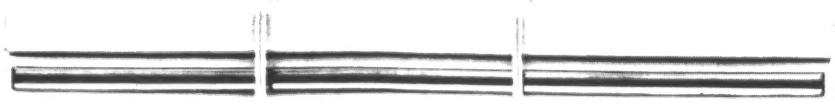
Courier BUFFALO EXPRESS
WESTERN NEW YORK'S GREATEST NEWSPAPER

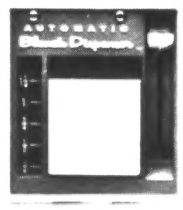
Are You A Perceptive Adman?

•

AMONG THE MAGAZINES USED BY GENERAL ELECTRIC ARE...







GENERAL ELECTRIC

FIRST AGAIN!

GETS A BIG 12-LB. LOAD TRULY CLEAN

Model WA-1050V

Progress Is Our Most Important Product

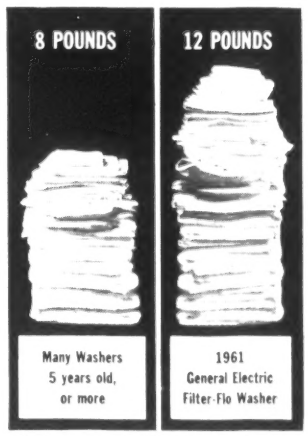
GENERAL ELECTRIC

GENERAL ELECTRIC FIRST AGAIN

New 1961 Filter-Flo® Washer gets a bigger-than-ever load cleaner than ever.

12 pounds of laundry in a single load! That's 20% more than previous models. What many washers take 5 or even 6 loads to do, you can do in 4 with this new General Electric Filter-Flo Washer.

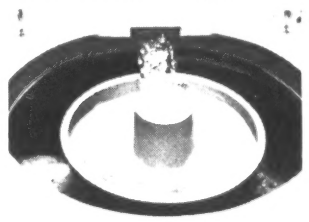
Just figure out the savings in time, work, water and detergent.



Not 8 pounds, not the 10 pounds most 1956 to '60 washers hold — General Electrics take a big 12-pound load.

And every piece gets really, truly clean. For, with the new, bigger, 12 lb. wash basket, you have a new, more powerful motor, a new Activator® with new, more efficient wash action.

The famous Filter-Flo Washing System cleans and recleans the wash water. Filter dispenses detergent evenly, too.



No lint-fuzz on clothes! Moving filter catches lint. Easy to clean, won't clog.

Pre-Set Water Level Selector provides the water needed for small, medium or large 12 pound loads. Automatic Bleach Dispenser holds about a month's supply.

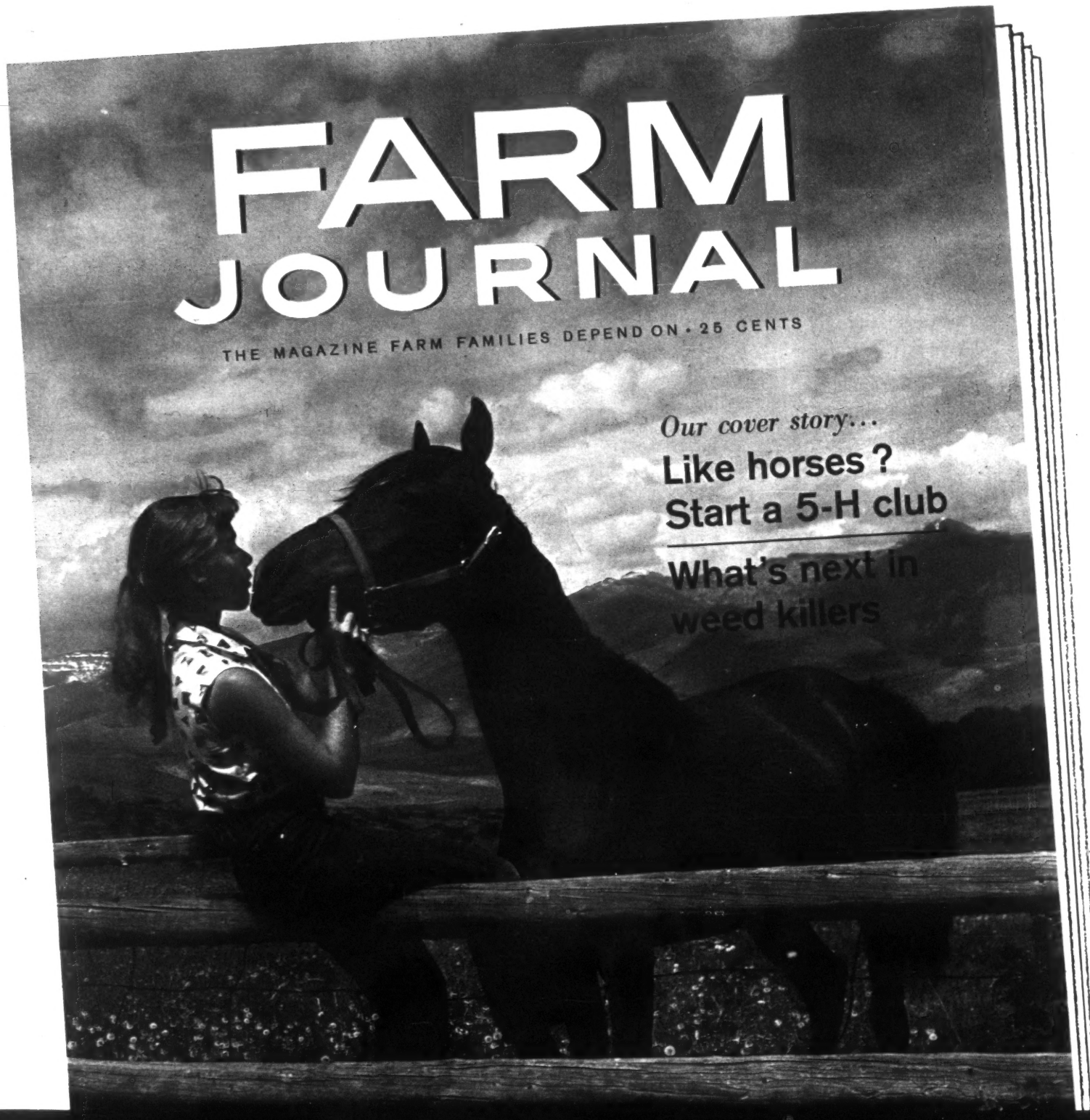
Fits like a 'built-in.' Both the new washer and the matching General Electric High Speed Dryer are counter height and depth, 36 inches high, 25 inches deep. They fit flat against the wall.

See them both at your General Electric dealer. General Electric Co., Appliance Park, Louisville 1, Ky.

AND OF COURSE...

TURN PAGE AND SEE HOW PERCEPTIVE YOU ARE...

PERCEPTIVE **GENERAL ELECTRIC** ADMEN CHOOSE...



because FARM JOURNAL's 3 million families are an IMPORTANT appliance market

IMPORTANT to manufacturers of washers and dryers—FARM JOURNAL's 3 million families do more than 18 million loads of wash per week.

IMPORTANT to manufacturers of home freezers, refrigerators, ranges, toasters, etc.—FARM JOURNAL families eat 37 million more home-served meals per week than an equal number of urban families.

On the average, farm families use 36% more electric power than other families. They've got the sockets . . . you've got the appliances . . . and FARM JOURNAL will furnish the connection.

PERCEPTIVE admen
pick RECEPTIVE audiences

FARM
JOURNAL

MARKET BY MARKET—*Offbeat mailings, publicity which includes serving of meals to mayors, and newspaper ads like this have helped Shoreline Enterprises of America gain acceptance for Harbor House frozen shrimp specialties. The product is handled by Doyle Dane Bernbach.*

Allocate Adequate Funds for Ads, McCoy Tells Retailers

BUFFALO, June 6—Arthur M. McCoy, exec vp of John Blair & Co., gave some advice to retail advertisers during a speech here tonight before a meeting of advertisers and broadcasters.

Mr. McCoy had these suggestions for more effective retail advertising:

- Determine your true sales potential and then allocate an adequate budget to accomplish the sales objective.
- Listen to the radio stations in your community, and study their differences—then take advantage of those differences in reaching special types of desirable customers.
- Consult your radio stations about ways to get your sales message across. Radio men know their business, just as you know yours.
- Study variations in your advertising approach. When you feel the direct sell approach is wearing thin, try something more subtle. #

Cole Boosts Cody; Adds Fisherman's Cooperative Assn.

Fisherman's Cooperative Assn., Terminal Island, Cal., has appointed Cole Fischer Rogow Inc., Beverly Hills, to handle its advertising. The association is planning to introduce nationally two lines of white albacore tuna. One of the two, American Wave, will be introduced July 1.

At the same time, John M. Cody, vp, has been appointed general manager of the Beverly Hills office. Prior to joining the agency last November, Mr. Cody was vp and manager of Grant Advertising, Hollywood.

Johnstone Adds One

Johnstone Inc., New York, has named Donald V. Callahan, formerly in charge of men's wear advertising and promotion at the Wool Bureau, an account executive. Johnstone also has been named to handle advertising for Glenoit Mills Inc., New York, formerly handled by M. A. Weiss Co., New York.

Venard, Rintoul Adds 7

Venard, Rintoul & McConnell, New York, has been named to represent the Herald Tribune Radio Network, which includes WGHQ, Saugerties; WFYI, Garden City; WVIP, Mt. Kisco; and WVOX, New Rochelle. The stations formerly were handled by Bolling Co. Venard, Rintoul also has been named national representative for KPMC, Bakersfield, formerly handled by Burn-Smith Co.; KYNO, Fresno, formerly handled by Bolling; and KROY, Sacramento, Cal., formerly handled by George P. Hollingbery Co. The three stations are handled on the West Coast by Torbet, Allen & Crane.

Myerson Joins Solo Cup

Raymond K. Myerson, who resigned last fall as general sales manager of Helene Curtis Industries, Chicago, because of a policy disagreement (AA, Oct. 10, '60), has joined Solo Cup Co., Chicago, as vp and director of marketing.

Paul Peters Names Frost

Paul Peters Inc., Somerville, Mass., specialty cheese importer and packer, has named Harry M. Frost Co., Boston, to handle its advertising.

Plan LUAUS
for CONVENTIONS · CLUB · HOME
LEIS, ORCHIDS, HULA SKIRTS, etc.
ORCHAWAII
Hq. 305 7th Ave., N.Y. 1, N.Y., OR 5-6500
Br: 30 W. Wash. St., Chi. 2, Ill. AN 3-6622

Well-deserved Punishment

Why are they stretching the man's neck, mother?

He has done a dirty deed, my darling.

Dirty enough to hang him for?

Hanging's too good for the rascal.

What did he do?

The engineer produced a good product, the copywriter wrote some wonderful words about it, the art director turned out a magnificent layout for it, the sales-manager upped his sales quota on account of it, the president bragged to his stockholders about better business, then someone loused it all up with botched typography.

Hanging's too good for him, momma.

The poor guy thought he was saving money. He didn't realize he was losing sales.

He just didn't understand that a good job by an ATA member costs no more than a poor job by someone else. If he ever gets out of this scrape, he'll understand why good ATA typography is really less expensive because it makes the ad more effective.

Why take a chance when your ATA shop can set you right?

It pays to set type right

ADVERTISING TYPOGRAPHERS ASSOCIATION OF AMERICA, Inc.

May we suggest a call to the nearest Advertising Typographers Association Member

EXECUTIVE OFFICES:
461 Eighth Avenue, New York 1, N.Y.

AKRON, OHIO
The Akron Typesetting Co.

ATLANTA, GEORGIA
Higgins McArthur Company

BALTIMORE, MARYLAND
The Maran Printing Co.

BOSTON, MASSACHUSETTS
The Berkeley Press
Machine Composition Co.
H. G. McMennamin

CHICAGO, ILLINOIS
J. M. Bundscho, Inc.
The Fairhorn Corp.
Hayes-Lochner, Inc.
Runkle-Thompson-Kovats, Inc.
Frederic Ryder Company

CINCINNATI, OHIO
The J. W. Ford Company

CLEVELAND, OHIO
Bohme & Blinkmann, Inc.
Schlick-Barner-Hayden, Inc.
Skelly Typesetting Co., Inc.

COLUMBUS, OHIO
Yaeger Typesetting Co., Inc.

DALLAS, TEXAS
Jagger-Chiles-Stovall, Inc.

DAYTON, OHIO
Dayton Typographic Service

DENVER, COLORADO
The A. B. Hirschfeld Press
Hotlund-Schmidt Typographic Service

DETROIT, MICHIGAN
Arnold-Powers, Inc.
The Thos. P. Henry Company
George Willens & Company

INDIANAPOLIS, INDIANA
The Typographic Service Co., Inc.

KALAMAZOO, MICHIGAN
Mahoney Typographers, Inc.

LOS ANGELES, CALIFORNIA
Ad Compositors, Inc.
Adtype Service Co., Inc.
Advertisers Composition Company
Bisch Type, Inc.
Nicholas-Preston Company

SAN FRANCISCO, CALIFORNIA
Griffin Brothers, Inc.

MILWAUKEE, WISCONSIN
Arrow Press, Inc.

MINNEAPOLIS, MINNESOTA
Dahl & Curry, Inc.
Duragraph, Inc.

NEWARK, NEW JERSEY
Barton Press
William Patrick Co., Inc.

NEW YORK, NEW YORK
Ad Service Company
Advertising Agencies' Service Co., Inc.
Artcraftype, Inc.
Associated Typographers, Inc.
Atlas Typographic Service, Inc.
Central Zone Press, Inc.
The Composing Room, Inc.
Composition Service, Inc.
Dumont Typographic Service, Inc.
Graphic Arts Typographers, Inc.
Haxley House Ltd.
King Typographic Service Corp.
Linocraft Typographers, Inc.
Master Typo Company, Inc.
Chris Olsen Typography, Inc.
Frederic Nelson Phillips, Inc.
Philmac Typographers, Inc.
Royal Typographers, Inc.
Frederick W. Schmidt, Inc.
Harry Silverstein, Inc.
Supreme Ad Service, Inc.
Tri-Arts Press, Inc.
Typographic Craftsmen, Inc.
The Typographic Service Co.
Ruth H. Volk, Inc.

PHILADELPHIA, PENNSYLVANIA
Walter T. Armstrong, Inc.
Alfred J. Jordan, Inc.
Progressive Composition Company
Typographic Service, Inc.

PITTSBURGH, PENNSYLVANIA
Davis & Warde, Inc.

PORTLAND, OREGON
Paul O. Giesey, Adcrafters, Inc.

ROCHESTER, NEW YORK
Rochester Monotype Composition Company

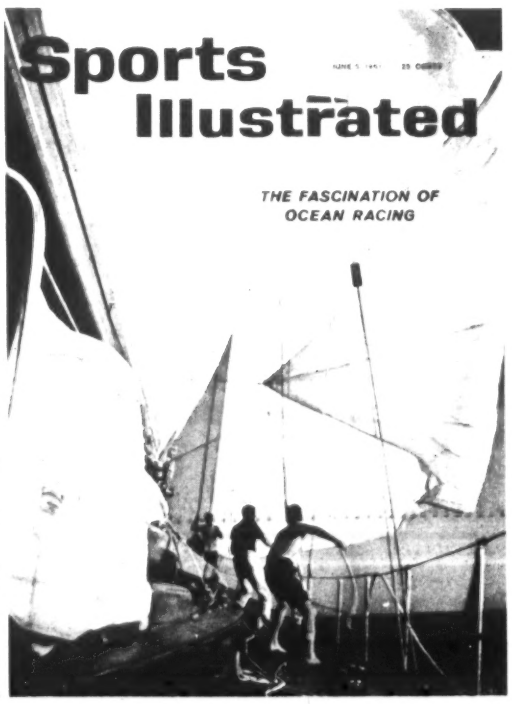
ST. LOUIS, MISSOURI
Warwick Typographers, Inc.

TORONTO, CANADA
Cooper & Beatty, Limited

FACT: If everyone in the U.S. had bought suits in 1960 the way SPORTS ILLUSTRATED subscribers bought suits, it would have been a 75,000,000-suit year.

Well, what kind of a year was it really? It was, according to the Clothing Manufacturers Association, a 21,000,000-suit year, which means that each U.S. male bought .38 of a new suit. It was also a year in which, according to a survey by Erdos & Morgan Research Service, each SPORTS ILLUSTRATED subscriber bought 1.35 new suits—or a little more than 3½ times the national average. And a little more than 3½ times 21,000,000 equals 75,000,000. Although the arithmetic is simple, the answer may be surprising—until you examine SPORTS ILLUSTRATED's weekly audience of 950,000 families. For 87% of SI household heads are in business or the professions. More than half of the businessmen are in administration and management; and one-third are already in top management. With people like these the necessity to buy suits becomes a virtue for the people who sell them. That's why in 1960 among all magazines in the land SPORTS ILLUSTRATED was second only to Life in total menswear advertising revenue.

SI is a basic buy.



Advertising Age

Feature Section

Bank of America Ad Cashes in

Another Trademark Battle—Diamond

Tyler Picks May Mainliners

Management Takes the Right Road

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Mass Markets Becoming More Accessible Throughout World' . . .

Selling, Advertising Abroad Is Path of Future as Travel, Communications Barriers Fall: Norman Strouse

Norman Strouse, president of J. Walter Thompson Co., said in a recent speech to the Economic Club of Detroit that the postwar economic growth of free-world nations has been so swift that the "day is gone when a major American company can confine itself complacently to the domestic market. Just as major marketers moved in this country from local to regional, and then to national distribution, many have recognized they must move outside the U. S. to other free world markets if they are to realize their ultimate potential." Outlining the growth and future prospects of advertising overseas, he said that that growth has received a great boost from the "shrinking of the world" by jet travel—and more's to come. His speech is reproduced here in full.

By Norman H. Strouse
President, J. Walter Thompson Co., New York

It has long been one of the common fancies of American provincialism that we were the originators of advertising—and that advertising is still an American marvel which we are slowly exporting to the other nations of the world. Such is not the case.

In 1958, Lord Heyworth, retired chairman of Unilever, spoke forthrightly about his company's expenditure of over $232 million in world advertising during 1957.

■ Lord Heyworth suggested a broad role for advertising today when he said:

"More than just business communication, advertising is essential to a free economy. A free economy presupposes freedom of choice for the consumer, just as at the other extreme a totalitarian economy restricts freedom of choice by restricting what can be chosen. Freedom of choice for someone who is not made aware of the alternatives from which choice can be made is an illusion. More than that, freedom of choice includes freedom to try to persuade others to your way of thinking, and, for us, advertising in a free economy is not only our means of informing the consumer how she may exercise her choice but also of asking her to exercise it in our favor."

Unilever is not unique among British and European companies who understand and utilize the force of advertising to develop markets for their products and services throughout the free world. Shell, Rowntree's, Reckitts & Colman and Beecham's in Great Britain; Nestle in Switzerland; Volkswagen in Germany; Philips in the Netherlands; Olivetti, Necchi and Fiat in Italy; and the great national airlines originating in all parts of Europe—all cross advertising swords with American firms not only in their international territories, but on American soil as well.

■ No, advertising, as such, is not an American "marvel." But the concept with which the American advertiser and American advertising agency have approached advertising in modern times has made it a powerful force in our economic growth—and this singularly different conceptual approach in advertising *is* an American "marvel" and potentially a world force of very great proportions and significance.

We should first consider briefly the growth and changing character of advertising in this country during recent years.

In the earlier, primitive days of advertising, its function was to provide a controlled, simple, low-cost method of quickly communicating a message of information or persuasion to a larger number of people than could be contacted person to person.

Advertising—Partner of Mass Production

Advertising today, however, has come to occupy a crucial role in providing driving power for our expanding economy. It commands greater attention every day among economists and sociologists as well as business men. This revolutionary shift in the function of advertising can only be explained by identifying some fundamental changes that have taken place in the production and distribution of consumer products during our lifetime—changes directly related to our present situation of abundance.

First, the development of the assembly line, and the principle of mass production. Advertising quickly became an essential partner of this system. Without advertising, the volume of goods flowing from this mass production could not have been moved into consumption. Advertising multiplied the force of selling far beyond the possibilities of human selling contact.

But at best, potential consumption was always restrained by the degree to which unskilled labor at low wages manned the machines. Labor could still produce more than it could consume.

■ The next fundamental change in our American production-distribution system injected new factors of higher productivity and higher wages. This change was given a name in 1930 by Del Harder, then head of manufacturing at Ford Motor Co. He called it "automation," and the word gradually has become a part of our language. Automation lifted many millions of wage earners from the category of unskilled or skilled labor and rapidly increased wages.

But the accelerated pace of both technological and marketing developments required that expensive machinery, tools and dies be amortized in the shortest time possible in order to cope with the problem of obsolescence. In a sense, there is a touch of amortization in the price of each product sold.

So advertising was now required to perform an added function. It must not only generate a current mass market of greater proportions to move current mass production; it must also build a brand franchise in future markets to make certain that forward investments in plant and facilities could be amortized, and in the shortest possible time.

Personal Selling Is Dying

Only through consistent, aggressive advertising with built-in characteristics of long-range as well as immediate value could a manufacturer possibly hope to achieve a continuum of consumer demand upon which he could project with confidence his plant expansion and improvement, his research and new product development, and a growth pattern which would keep him competitive.

Along with all this, personal selling at the retail level has rapidly disappeared since the war, as self-service increased. Today, little or nothing stands between the manufacturer and the consumer, to assist in the final sale, except advertising. This leaves the manufacturer largely at the mercy of pre-conditioned brand preference.

Even in the retail automobile business, dealer salesmen have really become specialists in "closing deals." No more than 10% to 15% of people who buy cars have ever been contacted by a salesman before entering the showroom. Advertising today bears the major burden of generating the showroom traffic which sells a volume of passenger cars almost double that of prewar years.

From packaged goods to automobiles, advertising has proved to be the miracle fibre of selling, just as automation has proved to be the genie of production.

■ All this may sound to you like an attempt to paint an impressive picture for advertising by one who could be suspected of self-interest. I admit that I am an ardent believer in the power and value of advertising. However, in the final analysis it is the management of American industry, in thousands of individual decisions, year after year, that determines what part advertising shall play in corporate objectives, and the amounts of money which should properly be invested in this modern form of selling.

So the fact that management invested close to $12 billion in advertising in 1960—an amount double that of 10 years ago, and almost six times that of 1940—speaks eloquently for management's confidence in the power of advertising to support positive marketing objectives and to raise our American economy to an ever-increasing level of production and consumption.

How does one explain this tremendous growth?

Advertising and Mass Market Avert Postwar Depression

Granted the tremendous drive forward in our technology. Granted that during the war we built the most efficient modern plants, geared to high productivity with minimum use of manpower, thus enabling us to convert overnight to mass production of consumer goods. Granted all this—without a mass market, capable, willing and educated to consume, we could have entered a long, troublesome adjustment period, if not a depression. In fact, a depression was widely predicted.

But a mass market *was* there, able and willing to consume.

During the five troubled war years from 1940 to 1945, total disposable income

after taxes had doubled and discretionary spending power had tripled. Millions of families had commenced their steady climb up the income ladder in a truly revolutionary manner.

'People of Plenty'

So, as we look back now, we see that certain prerequisites for growth in advertising volume were firmly in position in 1946. Our mass-production plant was in position—and so was a potential mass market of unprecedented size. Mass selling through advertising provided the spark that jumped the gap between two potentials and moved our economy ahead at an astounding rate.

As Professor David M. Potter of Yale University wrote in his book, "People of Plenty": "Advertising is not badly needed in an economy of scarcity, because total demand is usually equal to or in excess of total supply, and every producer can normally sell as much as he produces. It is when potential supply outstrips demand—that is, when abundance prevails —that advertising begins to fulfill a really essential economic function."

A third prerequisite was accessibility of the mass market. The great industrial migrations of the war period accelerated the shifting of our population to the urban centers, ending up in our huge interurban strips of today. Marketers could reach their mass markets more readily, huge retail outlets could handle products in greater volume, and advertising could now meet greater demands in speed and coverage in the selling process.

■ The fourth prerequisite for growth of advertising was the availability of media with built-in mass efficiency. During the war the trend toward consolidation of media into fewer and larger units got under way. After the war the new and powerful medium of television developed with a velocity of growth without parallel in the history of communications. All media today count their coverage opportunities in multimillions and have created varieties of flexibility in form, color and market coverage to challenge the imagination and ingenuity of the agency space buyer.

The final prerequisite for growth in advertising is a highly sophisticated management which understands the urgency of corporate growth as an ingredient of corporate survival and understands the powerful selling tools that have been fashioned by advertising and advertising media. Perhaps more than anything else, there is the need for a clear recognition of the element of velocity in our American economy. It is this economic velocity which demands that advertising be used with speed, flexibility and a high order of courage and statesmanship.

As we pass the $12 billion mark in advertising volume in the United States during this year of 1961, let's turn our attention to what has been happening to advertising in other parts of the free world.

U. S. Discards Isolationism in Business, as Well as Politics

Just as American citizens have been forced to jettison their traditional political isolationism, American business has been obliged to develop world markets in order to remain competitive even in the domestic field.

The day is gone when a major American company can confine itself complacently to the domestic market. Just as major marketers moved in this country from local to regional, and then to national distribution, many have recognized they must move outside the United States to other free world markets if they are to realize their ultimate potential as fully matured industrial organisms. As they have moved into these far-flung markets, the challenge to American business has been to bring to these markets those products, services and concepts which contributed to the growth of the American economy.

The contributions that American business can make are of several kinds: new products, product innovation, technological ingenuity, new marketing concepts, and a highly developed skill in the use of advertising techniques to reduce the time lag in creating a volume market.

■ The rewards of international marketing are thrown clearly into focus in a recent tabulation in Advertising Age, which shows the percentages of sales and profits for ten leading U.S. companies operating overseas. Colgate-Palmolive, for example, now generates 75% of its profits from 53% of its sales in foreign markets; Pepsi-Cola, 45% of its profits from 35% of its sales; Standard Oil (N. J.) 66% of its profits from a little over 50% of its sales. And each of these companies has carried American concepts of marketing and advertising with it. Overseas advertising investments of the ten largest companies listed by Advertising Age totaled more than a quarter of a billion dollars.

The prerequisites for rapid growth of advertising which existed earlier in the United States, exist today in other countries of the world; mass-production facilities, mass consumption potential, accessibility of mass markets, and availability of mass media.

In many parts of the world; there is now substantial plant capability for mass production at low cost. The obsolete plants of Europe were largely destroyed in the war, and during the rebuilding period benefited from the latest technological advances pioneered in this country.

European, South American Economic Growth Booms

Most timely of all, at the end of the war, was the potent influence for "Americanization" of world marketing and advertising through by-products of the Marshall Plan. The doctrine of "productivity" preached by Paul Hoffman, the visits to this country of "productivity teams" of both capital and labor, did much to revolutionize European thinking. Europeans moved away from the statics of the cartels into the dynamics of market expansion through more efficient production and more aggressive selling and advertising.

Not all European nations have moved ahead evenly, but there isn't a single country, from Great Britain to Greece, whose industrial economy is not several plant-generations ahead of the prewar period. In industry after industry, the European countries have moved from a seller's to a buyer's market. The European automobile plants will shortly be producing more passenger cars than the United States. European plants already produce more refrigerators, an item we think of as peculiarly American.

And there are several awakening giants to the south of us. We can expect at least Brazil, Mexico and Argentina to become true mass markets during this decade. Brazil is already on its way, and in the booming city of Sao Paulo the automotive industry has better than a half-billion dollars invested in plants, and turned out 140,000 cars, trucks and busses in 1960, over a third as many as Canada. Five years ago, not a single automobile was manufactured in Brazil.

■ Wherever one looks around the globe, the growth in world capacity to produce in great volume the physical ingredients of a higher standard of living is becoming increasingly evident. This growth fulfills the first prerequisite for mass advertising.

The second prerequisite, of course, is an existent potential for mass consumption, made possible by broad distribution of currently produced wealth.

In this respect, we need merely to remind ourselves of a few figures. Private consumption of the total Western European product has nearly doubled in the last ten years: from $53.5 billion in 1950 to $101.1 billion in 1959, with a further increase estimated for 1960.

Since 1956 Great Britain has been adding more than 650,000 persons a year to the income brackets above 500 pounds, permitting a level of living well above mere subsistence. Some of the other countries of Western Europe have been even more successful in raising output, wages and trade.

■ The third prerequisite for advertising volume has to do with the vast migrations of people into urban centers.

We have moved rapidly from an agricultural to an urban society during the past 50 years. But similar movements have been taking place in many other countries.

Whereas we originated the name "Interurbia" for those vast urban strips which are American phenomena, these megalopolitan complexes have also come into being in many parts of the world. Sao Paulo, in Brazil, is described in *Time* as "a booming, free-enterprising city of 4,800,000 people, spreading across 535 square miles . . . the world's eighth biggest metropolis, bigger than Chicago . . . growing four times as fast as Los Angeles . . . one immense, economically integrated city stretching 28 miles down to the coast . . . to the port of Santos." This sounds like Los Angeles itself, an inland city with its coastal port of San Pedro.

Modern Retailing Spreads Abroad

In comparison with the urban population of the United States, which is 70% of its total, the population of Great Britain is now 79% urban, West Germany 64%, Australia 80%, Canada 66%, Argentina 61%, and Italy 91%.

Thus mass markets are becoming more accessible throughout the world, and with them all the paraphernalia of modern retail distribution, including the supermarket.

And the mobility of population which uproots families also breaks traditional ways of thinking away from their psychological moorings, and permits advertising to be more effective in creating new wants and new standards.

The final prerequisite is availability of

The Creative Man's Corner . . .

No Wasted Words Here

Whenever you leave home, carry money only *you* can spend: BANK OF AMERICA TRAVELERS CHEQUES. Loss-proof, theft-proof, cashed only by *your* signature. Sold at banks everywhere.

This four-color bleed page appears in both *The Saturday Evening Post* and *Reader's Digest*. That illustration, in fact, is good enough to be a *Post* cover. It has universal appeal. To every adult who sees it will come instant memories of the moment, years ago, when parental cruelty reached the breaking point for a young and confident spirit, and there just was no alternative but to leave home.

I know a mother who even helped her seven-year-old daughter pack for the big journey. And there is a strong indication that some oldster assisted in loading the little red wagon shown here. Not, of course, to the point of tucking in that waving pajama sleeve, but certainly in adding the flashlight and football helmet.

All right, so the artist has corralled his audience at first glance, and the reader is captive for the copywriter. He (or maybe she?) is a merciful captor. There are 26 words, if you'll concede that a hyphenated phrase is one word. They are plainly legible, so there is no need to quote them here.

How, in all this wide, wild world, could Bank of America travelers cheques be sold to better advantage? More convincingly? More briefly?

All too many advertisers are wasting money on bad art and copy these days. Nothing is wasted in this ad. It is *good*. #

JANUARY'S AN "OFF" MONTH..
JANUARY '61 WAS "SOFT"...BUT

WHEN 3 GREAT NAMES PULLED TOGETHER

SALES BOOMED 20%

Westinghouse did it—with a 16-page full color insert plus spread in February Good Housekeeping. Featured were Diamond Jubilee top-of-the-line appliances which had earned the Good Housekeeping Guaranty Seal.

Polk Brothers jumped on it—ran a month-long promotion built around: "The Triple Stamp of Confidence."

Says Sol Polk—Brand Name Retailer of the Year—"Westinghouse appliances had one of the biggest months in all seven of our stores. It is apparent that your Good Housekeeping Guaranty Seal is truly one of the hallmarks of confidence among customers."

Result—Westinghouse sales at Polk up 20% for the period! The chain-wide theme was extended into February for a total of six weeks!

Moral—The sales producing power of Good Housekeeping is ready for all products which are accepted for its advertising pages. Behind this word "accepted" lies the unmatched confidence and respect that America's homemakers have for Good Housekeeping. It is this confidence and respect that creates action at the point-of-sale. The Good Housekeeping Guaranty Seal influences the buying decisions of 41 million women—88.9% of all homemakers from 25 to 34 years of age!*

*Crossley S-D Surveys, Inc.

Good Housekeeping

Magazine and Institute/A Hearst Magazine

Guaranteed by Good Housekeeping

mass media. In this area, too, developments have taken place which demand a sharp reappraisal of the tools we work with.

New advertising media have come into existence. International editions of leading American periodicals now girdle the world with their circulations: *Newsweek*, *Time* and *Life* can be found in almost any major city of the world. *Reader's Digest*, published in 27 separate editions, and 13 languages, now has a circulation of 9,000,000 outside the United States, and has created the first "global" rate for advertising. Commercial television has grown overnight into an important medium in 40 countries, with a total set population of nearly 35,000,000 outside this country—and we are already talking seriously of a world network.

So the four prerequisites for the growth of tremendous advertising volume are to be seen developing in all parts of the world: mass production capacity, mass consumption potential, accessibility of mass markets, availability of mass media.

■ At this stage in the evolution of international advertising, it is difficult to assemble advertising data comparable to those in the United States. But we do know that the use of advertising in the more mature economies of the world—such as Great Britain, West Germany, Brazil, Canada and Australia—is increasing far more rapidly than in the United States.

In the April 17 issue of ADVERTISING AGE an estimate is made that the dollars spent for all forms of advertising outside the United States in 1960 approached a total of $5.8 billion. The five largest American advertising agencies operating in the international field handled a total volume of more than $304,000,000 of advertising outside this country in 1960.

Our own agency, which was the first to provide direct service in the international field as early as 1917, now has 36 offices, and over 3,000 personnel, creating and placing advertising in all important markets of the free world. International advertising represented more than 35% of our total volume in 1960.

Before concluding this talk, it might be well to make quite clear the singular contributions the American advertiser and American advertising agency, working in partnership, have made to world marketing.

How U. S. Ad Methods Developed

In spite of the fact that advertising had a long history in Europe, American concepts of the use of advertising, and American advertising techniques, moved far ahead in the early twentieth century. These advances might fall under these four headings:

1. The uniquely American concept that advertising was not merely "keeping your name before the public," but was "salesmanship in print." This changed the whole form and content of advertising messages, and greatly increased their effectiveness.

■ Advertising in other countries tended to be elementary in character, confining itself largely to product identification or reminder kind of copy—sometimes extremely dignified, sometimes crudely bold. It was almost as if the advertiser did not believe that advertising could really sell products. Modern American advertising brought to the international scene the sharp cutting edge of the "consumer proposition" or "reason why" selling. *American advertising, above all, carries with it a sense of conviction that one product is better than another and that there is in the product an inherent reason for the consumer to buy it.*

2. The development of the techniques of market research, through which the advertiser sought better knowledge of his potential customers' wants and needs, to determine in advance what products were needed, and then how they might best be sold.

When we first set out to do consumer research in England we were told it would not be tolerated by householders there. "The Englishman's home is his castle," we were told, and you would find the police being called. Experience showed just the contrary—that the average British housewife was extremely cordial to women interviewers, and just as anxious to talk as American housewives.

3. Taking the guesswork and haggling out of advertising buying through the Audit Bureau of Circulations, and the establishment of the standard rate card so that known quantities of circulations could be purchased at known prices.

When we first started our European and South American operations we found few firm rates for advertising space anywhere, and almost no audited or reliable circulation statements. For instance, when a Nottingham, England, newspaper publisher was asked how much of the surrounding country his paper covered, he politely declined to give any figures of any kind; and when, on a trip through his paper warehouse he was asked how many days' supply he carried there he refused to answer on the ground that this might enable the visitor to estimate his circulation.

4. The development of the advertising agency from a "brokerage" business, competing on prices alone for the mere "placing" of advertising, into a highly specialized service agency for counseling, planning, and executing advertising tailored to particular objectives of an advertiser's business.

These and other collateral developments made American advertising methods the unquestioned standard of the world over the last 50 years, and enabled American agencies to carry their know-how successfully to all parts of the world in competition with agencies indigenous to other countries, agencies not experienced in "reason why" advertising.

U. S. Ad Methods Won't Work Abroad? This Is Found Untrue

In general, in every country we entered we were told, "You can't use American methods and types of advertising here—our people are different." But we found this to be universally not true. Everywhere in the world we have found such common denominators as that men like to make money, and women want to be beautiful. As long as we observe certain differences in point of view, such as the fact that female beauty includes heftiness in weight in some countries, we have found that the same basic appeals could be used almost anywhere. On the other hand, we quickly learned that in translating these basic appeals into other languages, literal translation could sometimes be extremely embarrassing. When the phrase "Body by Fisher" came out in Flemish as "Corpse by Fisher," we learned this lesson.

The Thompson company, as an advertising agency, not only cooperated with American clients entering overseas markets, but also brought overseas marketers to this country. The Thompson company had an office in London as early as 1899, and Mr. Thompson made an annual trip to Europe to search out products which he believed might be introduced successfully to our domestic market. Among those he brought to this country were O'Sullivan's Rubber Heels, Pond's and Nestle.

■ In a 300-page "Blue Book" which Mr. Thompson published for the trade in 1906, he had this to say about international advertising:

"The field in which the J. Walter Thompson Advertising Agency operates is unrestricted. It has no geographical limitations. Any spot on earth where goods are to be sold by advertising is inside the fence of the Thompson field. Trade follows the flag. Where trade goes the J. Walter Thompson Agency is ready to go also."

So that I may not be accused of a commercial inserted toward the end of the program, I would like to move on to a few suggestions to those executives who find themselves in the all-important transition period between being essentially a domestic company and becoming an international organization.

Jets Shrink World; Business, Advertising Gains

I believe the first thing to recognize is that the world today is tied as closely together by jets as the United States was tied together only 20 years ago by prop planes.

The shrinking of the world through jet flights has contributed directly to the growing velocity of world marketing and the breaking down of national as well as physical barriers. The markets of the world are being brought steadily closer to the headquarters of American business. We will soon see the application of regional marketing concepts to world markets, especially as common markets develop in various parts of the world.

■ The "great leap forward" for imaginative management is to think of its organization as being "one company," and of its physical headquarters location as a matter of historic accident rather than of functional strategy. This is vital. With an imaginative approach to world marketing, marketers will more and more select their world headquarters with complete freedom from geographical thinking.

After all, Detroit, in the heartland of the U. S., and long known throughout the world, as "F.O.B. Detroit," now has jet flights direct to London, Stuttgart, Dusseldorf and Hamburg. It should make little difference where headquarters are located, provided management can think in "one world" and "one company" terms, to make truly possible the maximum communication of ideas and the minimum preoccupation with the rapidly disappearing national boundaries.

■ The most important gap to close in international marketing is the few yards that separate the domestic from the international organization in the headquarters building itself. But if it can be recognized that in many cases at least 30% of future profits can originate abroad, the gap will close rapidly. The top management team will recognize that what is happening in England, West Germany or Brazil may be just as deserving of its time and creative energies as what is happening in Los Angeles, Florida or Chicago.

Shakespeare and Lux Soap Can Be Sold Throughout 'One World'

Advertising has now become a major consideration in international opportunities. So, if there is any sense in the trend toward greater control over marketing strategy in the international field, there is even greater wisdom in establishing strong policy controls over the manner in which the company's products are presented to the ultimate consumer, because in the final analysis the destiny of any company will rest ultimately on the attitude of the world consumer toward the company and its products.

All of us have long known that fundamental motivations vary but slightly across the 3,000 miles of the United States. We now know the desires and drives that motivate consumers are pretty much the same throughout the world. If we recognize the fact that Shakespeare, Emerson and Freud, Hollywood pictures and tv westerns are understood around the world, it should be possible to understand that Lux soap, Champion spark plugs or Burroughs equipment can be and are sold with a common theme in all parts of Wendell Wilkie's "One World."

In the introductory portion of this talk, I tried to make it clear that advertising in itself is not a peculiarly American phenomenon. It is an American "marvel" only because of the dynamic qualities the

Learning from the Retail Ads . . .

The 'Big Money's Worth' Institutional Ad

By Clyde Bedell

In clinics pretty much around the world, I have shocked some advertising people by telling *merchants* present that if they will simply follow a few basic principles, they can create excellent ads, even though they are not particularly articulate or gifted as writers.

This is true because the essential quality of good selling comes not from facility with words so much as from a sincere desire to serve, and an understanding of what prospects want.

If this sincere desire to serve and this knowledge of prospects can be backed up with writing skill, fine. But if either special writing ability or the basic understanding of selling must be omitted from advertising, I prefer every time to omit the especially facile expression.

Most good merchants can make themselves understood. If their motives are right, that's all they need in the way of expression.

This ad was run by a small city druggist who would disclaim special talents as a writer (and perhaps even as a speller). But he operates a good store and he is eager to serve his clientele well. Maybe that's why he has one of the largest prescription businesses in the country. I trust the editor will reproduce this excellent institutional ad large enough so you may read the copy. =

WANTED!
"GOOD NEIGHBORS"

Anyone suffering from the aggrevating symptoms of Hay Fever will certainly welcome the efforts of "GOOD NEIGHBORS" who destroy all the Ragweed (Giant and Dwarf) in their neighborhood.

Recent rains (we use the term loosely) are rapidly bringing into bloom thousands of Ragweed plants all over Park Ridge.

Early in August, pollen from this weed causes most of the Hay Fever symptoms. Modern medication (see your physician) can usually relieve some of the symptoms (75 to 90 per cent) but actual destruction of the Ragweed plant before pollination can also help. We have samples of both Giant and Dwarf Ragweed (that's Ambrosia Trefida and Ambrosia Elatior for you Garden Clubbers) besides our store window boxes for identification purposes.

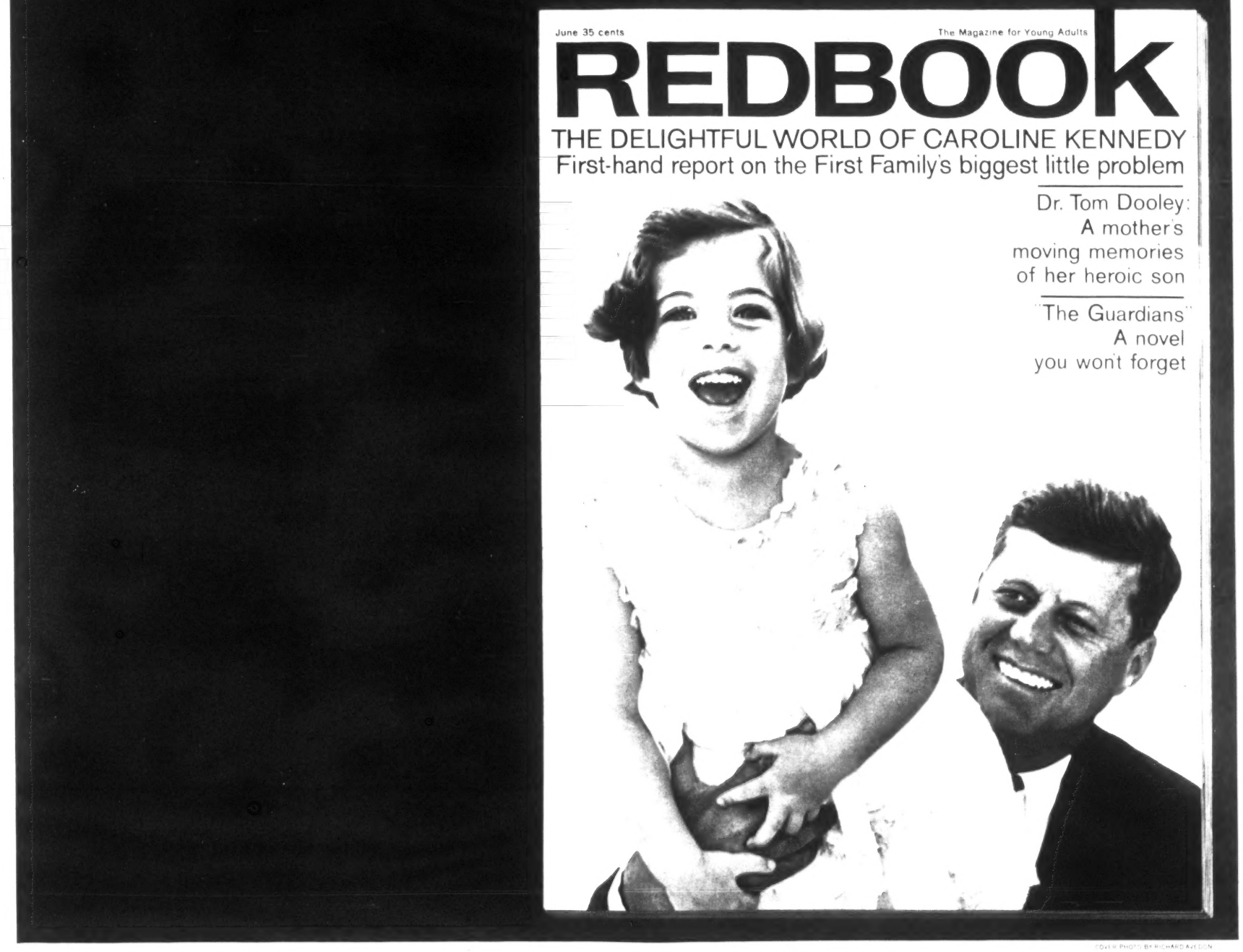
A "GOOD NEIGHBOR" will destroy all Ragweed on his property at once.

SCHARRINGHAUSEN PHARMACY

Park Ridge Pharmacists ... and we hope 'Good Neighbors' for more than thirty three years.

110 Main St. TA3-2123, TA5-2123

P.S. We'll destroy our samples before they pollinate



COVER PHOTO BY RICHARD AVEDON

Young Adults are today's top story

Everywhere you look these days, Young Adults are at the top. In marketing, too, the growing families are the first families. First in needing. First in buying. First in the plans of profit-minded advertisers.

Today more and more of these marketing plans include Redbook. Because Redbook is the selective one: the only mass magazine edited exclusively for Young Adults. And Redbook is the effective one: reaching the highest percentage of Young Adults. No wonder Redbook is the successful one: for seven straight years advertisers' investments in Redbook have grown larger each year. And this year, advertising linage is up 11.5% in the first half.

Young Adults made it happen. The most sought-after families in the marketplace. You'll find more than 3,500,000 of them in Redbook. You'll also find them easier to sell in the one they're sold on.

Redbook, the Magazine for Young Adults, 230 Park Ave., New York 17, N. Y.—and Chicago, Boston, Los Angeles, San Francisco. *Another exciting publication of McCall Corporation.*

American advertising man has built into it—and these qualities are being carried by American advertisers and their agencies throughout the world.

■ Wherever there are products exchanged between men, some form of advertising assists in the transaction. But the greatest service advertising can provide in the world today lies in its ability to support the urgent drive for greater production in other free countries in our race against Communism. Without dynamic drive behind *growth of consumption* and a desire for an advancing standard of living on the part of inhabitants of the free world, greater productivity and utilization of that productivity would be an impossible goal.

I would like the privilege of departing from the tradition of a "summing up" and end this talk with an hypothesis, if I may term it that. I discussed this with James Webb Young, one of the great creative minds of our business, not long ago, and he was good enough to state it in his own language. I would like to quote his proposition:

1. The wealth of a country is not determined alone by its natural resources.

2. What finally determines the wealth of nations is the release of the energies of man.

3. Men's energies are released by incentives—by what they consider desirable to exert themselves for in study, thrift and work.

4. Advertising, by setting before the average man specific and concrete incentives for the acquisition of better ways of living, releases such energies. Perhaps this is why there appears to be a growing correlation between the volume of advertising in a country and a high per capita production and wealth, as in the United States.

■ By coincidence, this past week, I came across a statement made by L. Albert Hahn, and quoted in Henry Hazlitt's column in the April 24 issue of *Newsweek*, which suggests that at least one economist is on this trail. Mr. Hahn says:

"... only a few seem to realize that in order to achieve a bigger national product people have to work harder, and to save more; the latter in order to increase the worker's productivity by equipping him with more capital ... growth does not ... depend on the amount of money in circulation, but on how much the people decide to work and save."

But Mr. Young's proposition might leave one reservation in the minds of many people in these troubled days, had he not added this postscript:

"But it also might be noted that Russia, which is making great strides in national wealth, has had, in the form of state propaganda, one of the largest volumes of advertising of any country in the world!" =

What's Doing on the Legal Front . . .

The Meaningless Trademark

By Sidney A. Diamond
Member of the New York Bar

Anyone concerned with the problem of choosing suitable brand names for new products will find an important lesson in the experience of General Aniline & Film Corp., which has just won a trademark appeal against the Hukill Chemical Corp.

Sidney A. Diamond

In May of 1957, Hukill Chemical Corp. began to use "Huvilon" as a trademark for one of its products, a synthetic resin prepolymer for making polyurethane foam. An application for registration of this trademark was filed in the U. S. Patent Office, but General Aniline & Film objected.

■ The basis for General Aniline's opposition was its own prior use of "Uvinul" as a trademark. "Uvinul" originally had been registered in 1953 by an affiliate of General Aniline, named General Dyestuff Corp., which applied it to a group of products described as chemical compounds and compositions for absorbing ultra-violet light, for use as light filters. In 1954, General Aniline itself took over the "Uvinul" line, including the trademark registration. Gross sales under that brand name were at the rate of over $100,000 per year by 1958, when the controversy with Hukill Chemical began.

General Aniline's products technically were hydroxybenzophenones. Although described in the "Uvinul" trademark registrations as ultra-violet absorbers for use in light filters, General Aniline in its advertisements and technical literature recommended them for incorporation in polyester resins and plastics. One of the end uses for which General Aniline specifically promoted the "Uvinul" product was polyurethane foam. This, of course, was precisely the same end use for which the "Huvilon" product was intended, according to its description in Hukill Chemical's trademark application. The chemicals were not actual substitutes for one another, but they were suitable for use by the same customers as ingredients in the same final product.

■ The legal issue in a proceeding of this type is whether the newer trademark so resembles the earlier one that its use is likely to cause confusion or mistake or to deceive purchasers. The similarities between the opposing trademarks are considered from the triple standpoint of sound, appearance and meaning. These elements are what make an impression upon customers, and it is the court's task to determine whether the differences outweigh the similarities—or, on the contrary, whether confusion is likely to occur in the marketing of the products.

In this particular case, the court noted at the outset that both trademarks are coined words which have no recognized meaning. The only meaning "Uvinul" had was its significance as a brand name identifying General Aniline's product—a significance not inherent in that particular combination of letters, but something that General Aniline had created by its sales and promotional activities.

The court pointed out that "Huvilon" and "Uvinul" obviously resemble each other in sound and in appearance. The opinion then states: "The fact that neither name has any meaning apart from the goods on which they are used makes it difficult for a purchaser to keep the names clear of possible confusion based on these similarities. The specific differences in the names tend to be lost in this confusion."

■ Putting it another way, the court also said, "The absence of any meaning for the mark 'Uvinul' except as opposer's (General Aniline's) trademark is an important factor to be considered. There are no distinctive meanings which can be relied on to resolve the issue (of whether confusion would be likely)."

As a result, Hukill Chemical Corp.'s application to register "Huvilon" was rejected. Hukill's principal argument was that the products of both parties were intended for industrial use and would be bought by technically informed purchasers, who would tend not to become confused. The court admitted that the case was not free from doubt, but it applied a basic principle of trademark law that all such doubts are resolved against the newcomer. It is the duty of the newcomer to select a trademark that will avoid confusion with marks that others previously have put into use.

This case should be contrasted with the unsuccessful effort of Beatrice Foods Co. to stop the use of "Meadow Sweet" on the basis of its "Meadow Gold" trademark, recently discussed in this column ("The Non-Protectible Trademark," AA, Feb. 13, 1961). As stated in that comment, the strength of a trademark or brand name lies in its distinctiveness. The company that makes the effort to coin a word and promote it will find that it has a much broader range of protection for its brand name than the company that is satisfied to use common words with easily-understood meanings that no single manufacturer will be permitted to monopolize. =

On the Merchandising Front . . .

The Multi-Unit Independent Merchant

By E. B. Weiss

The independent merchant is usually typed in the minds of most marketing men as a small retailer operating a single store unit. And, of course, in some hundreds of thousands of instances of independent store ownership, that label fits.

E. B. Weiss

But during the last decade a somewhat newer type of independent merchant has appeared on the scene. This is the independent merchant who owns and operates two, and perhaps three stores. The total may even reach four or possibly five. (The total is under that which qualifies a multi-store operation to be called a "chain" by the definition of the U.S. Census Bureau.)

There are thousands—yes, *many* thousands—of independent retailers who own and operate multiple store units. It may even be that, if all of the independents controlling from two to five store units were totalled up, it would be found that they own and operate *a larger number* of store units than do *all* of the corporate chains *combined*. Their total volume in these multiple units would not begin to compare with that of the corporate chains because these would be smaller stores—but, nonetheless, the gross volume of these "midget independent chains" must involve a very impressive figure.

■ In perhaps a high number of instances, these tiny independent chains came about because a local merchant was invited to take space in a nearby shopping center, while continuing to operate his original store. I daresay that among the larger shopping centers there are very few that do not include at least one, and usually a number, of independent merchants whose store in the center represents a multiple store ownership. This is also true even in many of the small shopping strips and in innumerable shopping centers of other sizes and types.

Another element in this situation is the current trend among so many comparatively small independent merchants to open a leased department or even a franchise operation in another store. This, too, represents a multiple-store program and qualifies such a merchant for admission into our little league of midget independent chains.

These owners of tiny chains tend to be, obviously, the more progressive, the more aggressive, of our independent merchants. Consequently, they represent particularly choice customers and prospects for many manufacturers in every conceivable field.

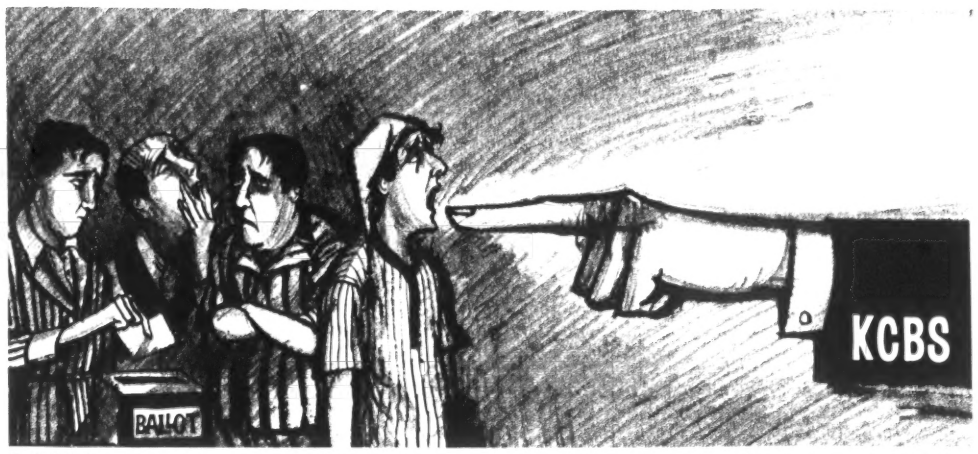
■ This trend toward multiple store ownership by independents really took hold first in the food outlet. From there it has spread to the drug outlet—incidentally, another factor in this situation is that, as cities have spread out, local merchants have tended to open second and third store units in the newer areas. It is true also of home furnishings stores, hardware stores, little variety stores, shoe stores, auto accessory stores, etc.

Interestingly, in the food field, the tendency has been for the multiple-store independent to continue to branch out. Consequently, in the food field there are more of these midget independent chains with four, five, six and seven stores than in any other field. I would assume, however, that in other areas of retailing, those who now operate a second store will soon be thinking in terms of three stores; those who have three, will soon be thinking in terms of a fourth. There is certainly something inherent in multiple-store ownership that presses the merchant to open another, and still another store.

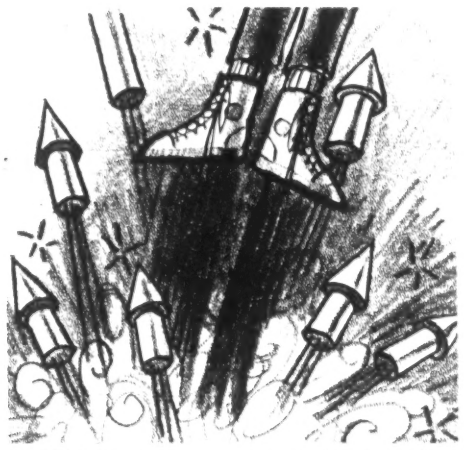
■ I note also that a considerable number of the owners of these tiny chains had formerly been connected with much larger chains. They then left to open their own stores—and then, having had intimate experience with chain-store methods, proceeded to apply chain-store concepts on a small scale for their own businesses.

It would appear, therefore, as though marketing men will soon find it wise to take into consideration something of a new phenomenon in the world of retailing—the branching out of one-store independent store merchants into midget chain-store ownership and operation. I daresay that in few marketing departments have these above-the-average merchants been separated from the rank-and-file. Too seldom is there a keen awareness of the emerging situation and of the volume potential available through these midget chains—both present and future.

I might add that these tiny chains will not present manufacturers with so many of the problems inherent in distribution through giant chains. I think, also, that in general it will be found that they move faster than the giants; are more "open to buy" new products; merchandise more astutely than the big boys; and are much more receptive to cooperation from, and with, the manufacturer. #

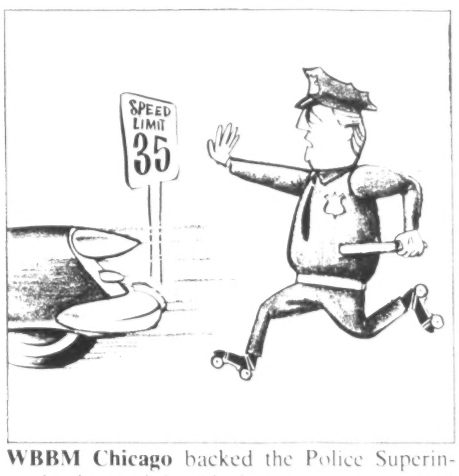


KCBS San Francisco alerted millions to the importance of voting, offered solutions to ease the cumbersome local registration system with its editorial titled, "Before It's Too Late."

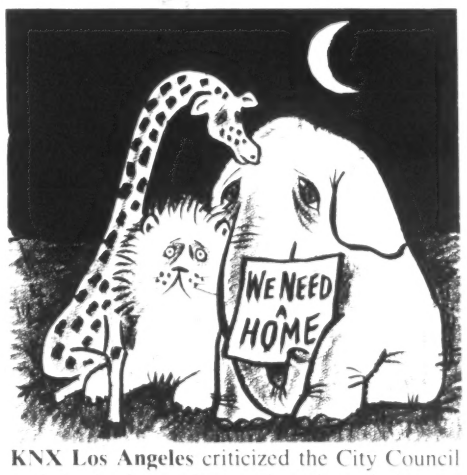


KMOX St. Louis urged the adoption of an anti-fireworks law

WCBS New York urged the New York State Legislature to support a bill raising the minimum age for purchase of liquor from 18 to 21.

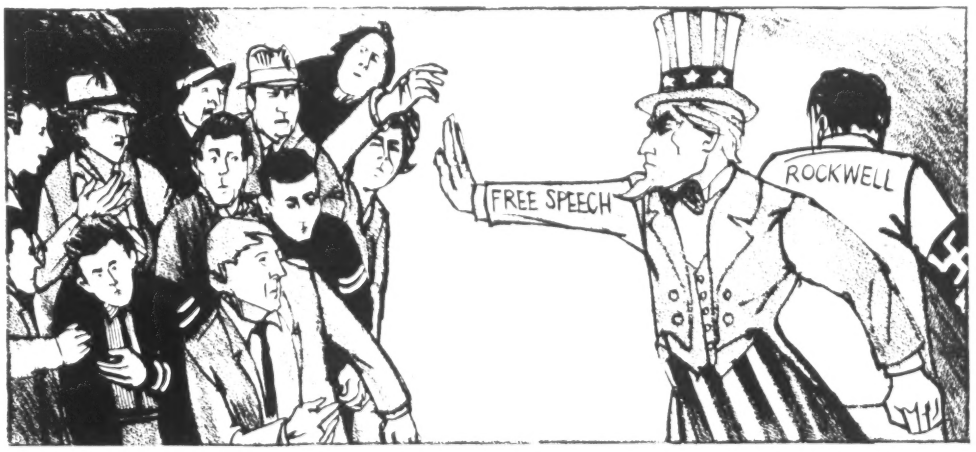


WBBM Chicago backed the Police Superintendent's stand that his department's most vital need was more equipment, not more manpower.



KNX Los Angeles criticized the City Council and the Park and Recreation Commission for the 3½ year delay in building the zoo.

WCAU Philadelphia demanded a thorough investigation of voting frauds.



WEEI Boston criticized the mob that attacked George Lincoln Rockwell, self-proclaimed fuehrer of the American Nazi Party. The station pointed out that freedom of speech applies to everyone.

These editorials are not from seven of America's most important newspapers. They represent the voices of the seven radio stations across America that share the belief that radio has something to say as well as something to play.

This, in fact, sets the CBS Owned Radio Stations apart. They take an active position on important issues within their communities. They take a stand. They not only encourage rebuttals. They seek them out.

Last year 164 special editorials were broadcast by these seven strategically placed stations. This year editorials are continuing at an even greater rate. The result—within earshot of millions of listeners—is idea radio. Broadcasting put to positive, stimulating use.

Recently Station KCBS in San Francisco won the National Headliners Club Award for the Best Radio Editorials in the nation, and WCBS in New York received the Ohio State University Regional Award for "Opinion On The Air," its series of well-documented editorials.

Wherever there is a CBS Owned Radio Station the listener knows he can hear this kind of informed stand on what's happening near his doorstep. Wherever there is this kind of idea radio the sponsor knows he can reach people who listen closely and respond actively.

THE CBS OWNED RADIO STATIONS
Represented by CBS Radio Spot Sales

Tyler's Top Ten for May . . .

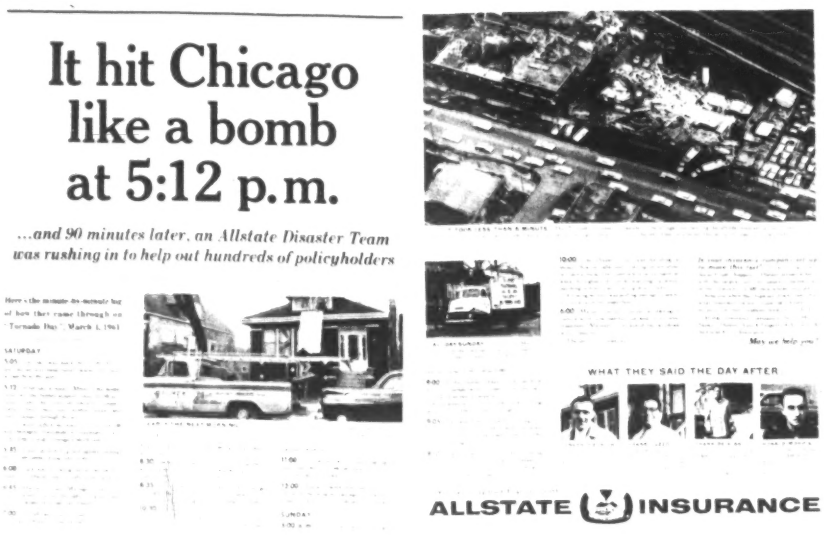
Small Advertisers Pull Switch, Pour Dollars into Daring Ads

By William D. Tyler

The small advertiser is fighting back. Victim of a slow squeeze between increasing media costs on the one hand and overwhelming weight of his giant competitors on the other, he thinks he has now found the answer. Daring advertising. Advertising that breaks both the stereotypes and the rules. Advertising designed first and foremost, to be seen and heard.

William D. Tyler

Obvious pitfall: Ads whose primary purpose is to stand out, often fail to register their secondary purpose of getting people to want what they have to sell. Regardless, we have the smaller advertiser to thank for most of the truly engaging advertising now running. And you can remember when the opposite was true—when it was the fellow with the small budget who was responsible for most of the dull, conventional advertising.


It hit Chicago like a bomb at 5:12 p.m.
...and 90 minutes later, an Allstate Disaster Team was rushing in to help out hundreds of policyholders
WHAT THEY SAID THE DAY AFTER
ALLSTATE INSURANCE

Allstate

Allstate's spread abruptly headed by Burnett's Tom Laughlin: "It hit Chicago like a bomb at 5:12 p.m." Subhead: ". . . and 90 minutes later, an Allstate disaster team was rushing in to help out hundreds of policyholders." To keep up the breathless pace of the headline, body copy was written in the form of time dispatches: "5:05—The sky was black over 75th Street . . . ." Excellent layout by Len Schuster.

Wunda Weve Carpets

An ad with a conventional before-and-after format, but with a highly unusual human-interest twist, is this magazine page for carpets. It is composed of two almost identical photos of a movie star in her home, with one big difference. They were taken 11 years apart. The first shows Gail Patrick in her library when the carpet was new. The second shows her back in the same spot. She's changed, her clothes are different, the furnishings have changed, but the good old Wunda Weve looks the same as ever. An ad of great feminine interest. Jim Henderson of Henderson Advertising in Greenville, S. C., had the idea of bringing a 1950 testimonial ad up to date. Andrew Pellizzi was the art director. Copy by Barbara Ford.

Self-Propelled Fish Lure

This long-copy, hard-selling ad is in advertising's great mail order tradition—a tradition, incidentally, that is honored more in memory than in practice. "It swims—dives—climbs—flops on its side like a crippled minnow, and all the time BUZZING AWAY like a big, plump, lazy insect. No wonder it drives fish mad with desire! No wonder it has the big ones churning the water to get their mouths into it—even from yards away! Roaming restlessly over every spot of water beneath you—even when you're curled up on the dock, sound asleep. And driving the fish around you to such a frenzy that they practically tear the rod out of your hands! Weigh down your boat . . . amaze your friends and family with 'the hauls you drag home behind you'" I love the restraint and understatement. Robert Isaccson of Bimini Lures wrote it. I hope they get a million coupon returns.

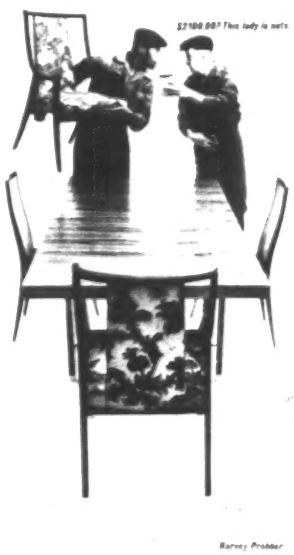
Tonette Home Permanent

One of the year's most original ads appeared in *True Story* for Tonette. It was a combination of several ingenious ideas. One: It consisted of facing quarter pages, in a sea of solid editorial text. Two: It was headed, "My True Story." Three: The captions burlesqued the magazine's format, as follows: "I was a plain Jane. A failure . . . ." the moppet relates. "I needed a Tonette. But how could I convince my mommie. 'Tonette,' I told her, 'is the home permanent made with the younger woman in mind'." The final picture, of course, shows our heroine, now a glamour girl, thanks to her new perma-

Fish Lures

Harvey Probber

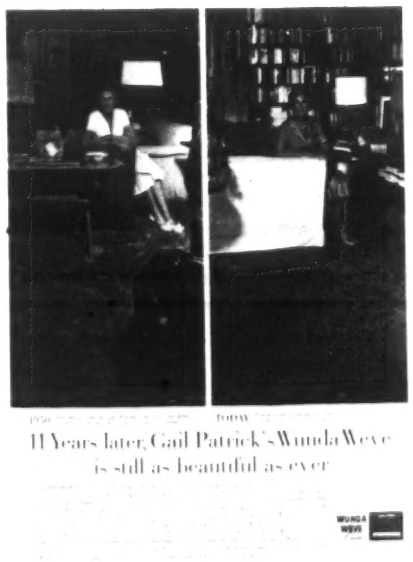
Here's an example. A daring use of reverse English in advertising. The moving man says of the price tag on the table: "$2,100. This lady is nuts." Julian Koenig's copy comments: "(You should have heard the mover who uncrated the Modigliani. Oh well.) This underpriced Probber table is made of a slab of mated rosewood . . . satin luster achieved with an astonishing machine called the human hand, sanding, scrubbing, rubbing for ten days . . . made so well you can will it to your grandchildren . . . Though they'll probably prefer money." Ad ran in *The New Yorker*, whose readers should eat it up. George Lois of Papert, Koenig & Lois was the art director.



Harvey Probber

Allstate Insurance

There has been a rash of insurance ads built around recent disasters, designed to show the speed and efficiency with which the company responded to investigate claims, render service, and pay policyholders. Such ads are good, too, in that they present the company as a sort of commercial Red Cross and thus build goodwill. Ad with the most impact was



Wunda Weve

MY TRUE STORY
I was a plain Jane. A failure. Then I got to thinking.
I needed a Tonette! But how could I convince my mommie?
Tonette, I told her, is the home permanent made with the younger women in mind.
And you know what? She promised me a Tonette! SEE? I got

Yep, that's me. See my new curls! They're soft and bouncy, too. And Tonette is gentle and easy to use. And fun! Mommie and me had a lot of laughs. Give your little girl a Tonette, okay? Promise? Soon!

Tonette

PROGRESSIVE ARCHITECTURE

announces the

STEEL IN ARCHITECTURE

theme issue ▪ september 1961

PROGRESSIVE ARCHITECTURE *presents another major event in arc*

COMING IN SEPTEMBER – the complete story on STEEL, its present and future in architecture . . . told for the first time. The Steel in Architecture Theme Issue is a definitive, authoritative, highly professional study-in-depth that pictures the magnitude of the future lying ahead for steel –the unlimited horizons for one of the most versatile, durable, and economical of all architectural materials. Never before has there been such a choice of structural steel shapes, products and design techniques to spur the creative talents of the architectural profession. A bold and imaginative future lies ahead–and this theme issue will explore it and exploit it fully . . . in text, pictures and detail.

The theme-issue concept developed by PROGRESSIVE ARCHITECTURE has proved to be a "breakthrough" in architectural publishing. Architects study these spectacular theme issues, preserve them in their libraries, refer to them –because of the thorough coverage of each theme.

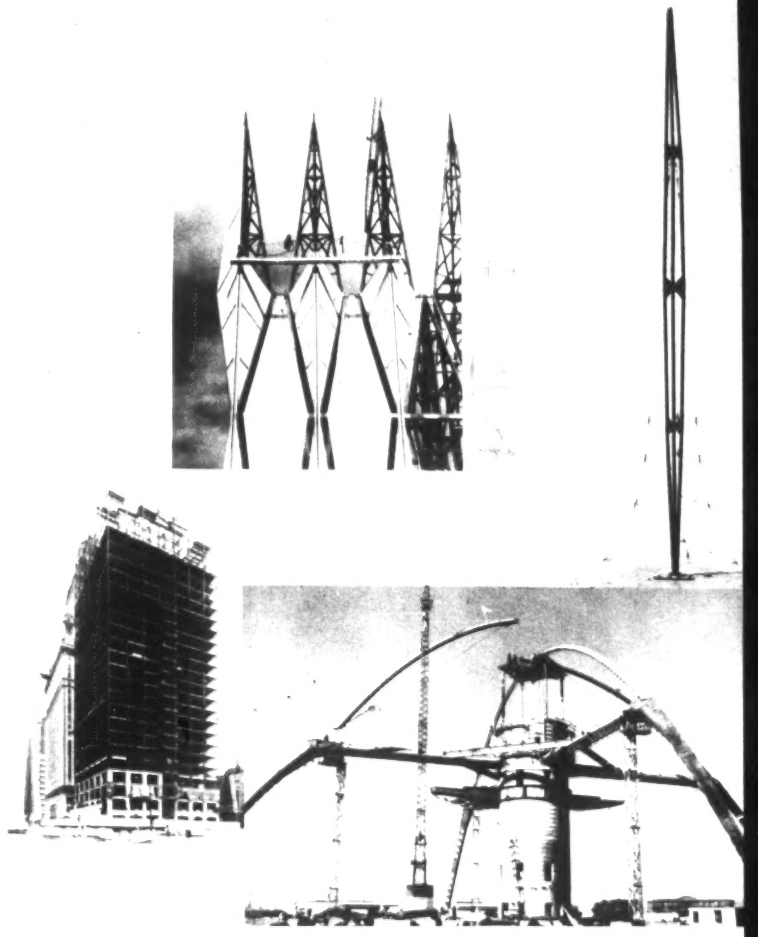
Provocative and informative theme issues have dealt with such important subjects as MODULAR ASSEMBLY, LIGHTING, ACOUSTICS, ATOMIC ARCHITECTURE, CURTAIN WALLS, MAN-MADE CLIMATE, PLASTICS IN ARCHITECTURE and CONCRETE TECHNOLOGY.

Here's the kind of READERSHIP to expect!

Three positive proofs exist–"Starch scores," reprint orders and inquiries–to show how P A theme issues attract keen and responsive readers among architectural professionals:

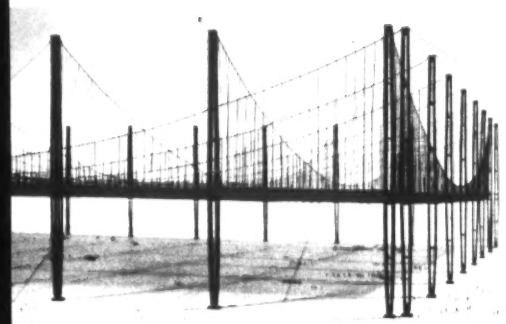
1. High STARCH READERSHIP SCORES. Every "Starched" issue achieves high editorial readership scores, but past theme issues have attained scores that were unusually high. The following are typical Noted, Read Some and Read Most ratings: 82-62-46, 82-76-40, 83-74-49, 84-74-36.

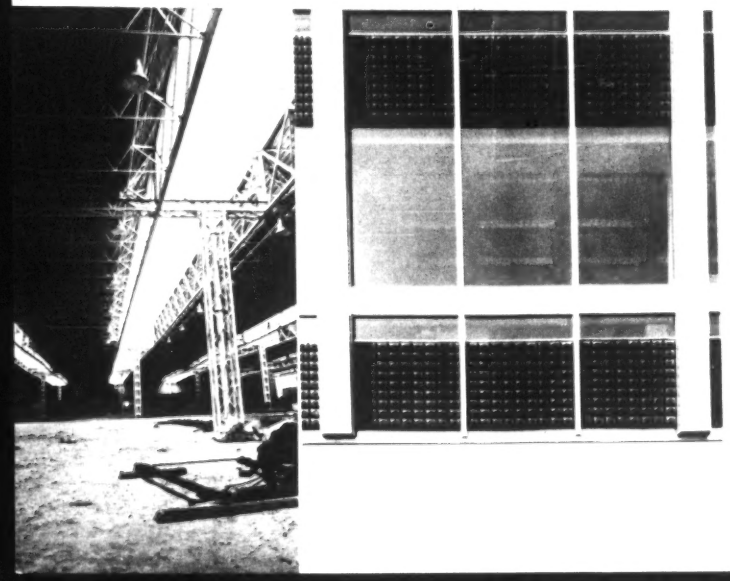
2. Orders for editorial reprints are *always high* for these theme issues. Architectural professionals see and *act upon* the need to preserve many major



tectural publishing... the **STEEL IN ARCHITECTURE** *theme issue*

Closing date...August 3, 1961





articles in their own files. Each theme issue also attracts scores of individual letters from architects and from industrial executives.

3. Astonishingly high inquiries are received from readers of each theme issue. The October and June theme issues of 1960 pulled over 45,000 inquiries.

This type of *responsive action* is what you can expect—and count on—from the STEEL IN ARCHITECTURE theme issue.

A Glimpse of the all-important Contents

Here are some of the articles that architects will read and study.

. . . one of the nation's leading engineers gives a masterful review and analysis of structural steels, including connection systems and sheet-finishes such as plastic, porcelain, aluminum-coat and colored stainless.

. . . a special study by a leading authority on Flexibility through Standarization, presenting a challenge to the architectural designer, and a round-up of shapes and span-sizes available.

. . . Tubular Structures, describing amazing results obtained by an ingenious consulting architectural engineer.

. . . Structural Anticipations outlines the possible future for structures in tension.

. . . and many more significant projects, challenges, reports and studies of vital interest to architects.

Reserve your space — TELL YOUR STORY!

Now is the time to tell *your* story, your whole story, to architects using steel in any form—and the scores of other materials and building products they will use in conjunction with steel.

The STEEL IN ARCHITECTURE theme issue will become a *valued reference source*, to be maintained permanently in architectural offices throughout the profession.

Here's why
every issue of

PROGRESSIVE ARCHITECTURE

reaches more
architectural professionals
than any other magazine

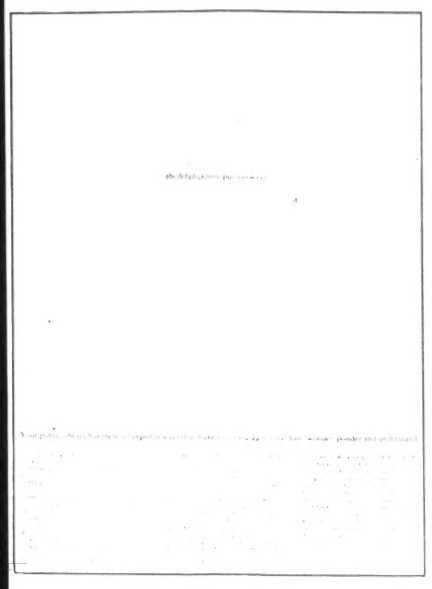
- *EDITORIAL PURPOSE* . . . covering all facets of architectural problems and solutions.
- *EDITORIAL FULFILLMENT* . . . creating an editorial climate that causes readers to be particularly receptive to product advertising.
- *CIRCULATION* . . . reaching more architectural professionals than any other magazine.
- *EDITORIAL READERSHIP RESEARCH* . . . proving that P/A maintains high readership in every issue year after year.
- *ADVERTISING RESEARCH* . . . proving acceptance and response. The only publication in its field tested for advertising readership by Daniel Starch & Staff. *The September Steel in Architecture is a Starched issue.*
- *READER ACTION* . . . pulling over 295,000 inquiries during 1960—and reader action continues to grow. 1961 monthly averages are now over 30,000.
- *KEYED ADVERTISING* . . . all ads can now be keyed in P/A . . . in the run-of-book position in addition to the special NEWS REPORT, at the discretion of the advertiser and without charge.

PHOTOGRAPHED BY ROBERT LAWRENCE PASTNER

ALL THESE VALUES
IN THE SEPTEMBER
PROGRESSIVE ARCHITECTURE
...PLUS
THE ADDED IMPACT OF
STEEL IN ARCHITECTURE
...Make
your
reservation
now.

PROGRESSIVE ARCHITECTURE

430 PARK AVE., NEW YORK 22, N. Y. • A REINHOLD PUBLICATION



National Library Week

Johnson & Johnson

nent. Writer was North Advertising's Dennis Altman. Art director was Frank Westbrook.

National Library Week

How would you go about writing an ad designed to remind people to use their public library? Not the easiest subject matter for an eye-stopping ad. But look what Monte Ghertler of Doyle Dane Bernbach made out of it for National Library Week. Illustration: The alphabet. Headline: "Your public library has these arranged in ways that make you cry, giggle, love, hate, wonder, ponder and understand." Copy: "It's astonishing what those 26 little marks can do. In Shakespeare's hands they became Hamlet. Milton shaped them into Paradise Lost . . . You can live without books, of course. But how else can you get 'to ancient Rome' Or Gethsemane" Or Gettysburg" . . . And add books to your *own* library. With each book you add, your home grows bigger and more interesting." Brilliant. Layout by Charles Piccirillo.

Johnson & Johnson

Periodically, J&J embarks upon a campaign designed to contribute to the notion that its name is synonymous with tender baby care. Such an image, it can be argued, and probably is around New Brunswick, N. J., provides the finest kind of selling aid for brands which are bought more on faith by young mothers than for comparative merits. The current effort is shown here. It is highly noncommercial, as such advertising must of necessity be. It is rich in editorial quality, high in illustrative imagination, and its copy is a sentimental poem entitled, not surprisingly, "Baby's world is a special place . . . " I think it fits the maternal mood most nicely and gives the proper note of protective saccharinity to the proud name of Johnson & Johnson. Well

THE TROUBLE WITH FORD IS THEY'RE TOO MODEST. FALCON WAS IN THE MOBILGAS ECONOMY RUN WITH THE HIGHEST MILEAGE EVER RECORDED BY ANY 6 OR 8 CYLINDER CAR IN THE RUN'S HISTORY.
AND ALL THEY DO IS MENTION IT A COUPLE OF TIMES. THEN FORGET IT!
YOU'D THINK ALL CARS CAN GET 32 + MILES PER GALLON! WELL, THEY CAN'T!
FORD OUGHT TO CARRY FALCON 32 + MILES PER GALLON ON THE FACE OF IT, RIGHT?
WHEN SKYWRITERS SPONSOR A UNCLE SERIES OF TELEVISION SPECTACULARS
THOSE ARE GOOD IDEAS . . . .
THANK YOU. WHEN I GROW UP, I PLAN TO WORK IN ADVERTISING

Hard sell or soft sell, Falcon's success was nothing less than phenomenal. Driven by an expert, under the sensational conditions of this year's Run, a Falcon with standard stuff, not only took first place with 32.6 mpg—another Ford second place with 31.6 mpg. These figures really mean something to you because this year's 2,000 mile Mobilgas Economy Run—from Los Angeles to Chicago—took place over your kind of roads . . . under the kind of driving conditions you meet. To avoid possible duplicate Falcons in the run . . . Ford had to hold back 15 cars—America's lowest priced 6-passenger car*—in a study proved as much as $506 less than other compacts. See the '61 Falcon at your Ford Dealer's . . . see if it isn't just what you've been looking for all along.

More Good News from Falcon! Also at your Ford Dealer's . . . the exciting new Falcon Futura. With its individually contoured front seats, handy personal console, its extra-sized trunk, elegant trim and wall-to-wall carpeting. Future at work, the compact cousin of the Thunderbird.

new Falcon Futura
by Ford COMPACT COUSIN OF THE THUNDERBIRD

SEE YOUR NEIGHBORHOOD AUTHORIZED FORD DEALER

Falcon

written by Y&R's Grace Lurton and beautifully laid out by Bill Kammer.

Ford Falcon

Of all domestic makes, Ford Falcon is currently the least inhibited, the most engaging, in its advertising. The use of "Peanuts" characters and dialog have kept the pomp and impersonality of so much automotive advertising out of Falcon's. It has also helped make them the most readable of all American makes, currently. In this ad, the characters pound home a selling point. They do so entertainingly, all right, but with greater penetration than I have found for the mpg claims of any other compact. Copy was Jeremy Raikes and Paul deMonterice's; layout by Les Hopkins of J. Walter Thompson.

Wolfschmidt Vodka

Liquor advertising is a strange world where simple brand name registration, completely without reference to product quality or difference, is sometimes enough to insure a measure of success. This ad for Wolfschmidt's does that extremely well, and even tucks a product-selling point into the tailend of the copy block. The "Icicle," Julian Koenig's copy develops, is vodka so chilled in your freezer that it pours slowly. Add flakes of pepper. If they sink, the temperature is right for drinking. Probably nobody but people who love to suck on dry ice would ever follow this lethal suggestion, but at least it emblazons the brand name on

Wolfschmidt introduces a new vodka drink that's 1000 years old. The Icicle

Wolfschmidt

your consciousness. And, oh yes, the selling point: "Wolfschmidt's has the touch of taste that marks genuine old world vodka." Get it? George Lois of Papert, Koenig, & Lois made the layout.

Lucite Wall Paint

The job here was to demonstrate the outstanding advantage of Du Pont's new wall paint—that it doesn't drip or splatter. Don Sholl of N. W. Ayer &

Du Pont

Son made good use of a full newspaper page to tell this story. The upper half shows typical paint drippings over the legend, "Catch drips from regular paint by using this newspaper, or use new Lucite Wall Paint and avoid the mess!" Pictures and captions below illustrate the non-drippiness of the new paint. Layout by Don Kubly. =

Employe Communications . . .

Publication Preview for Employes

By Robert Newcomb and Marg Sammons

Occasionally the management of some consumer product manufacturing concern will get itself inflamed over a sort of psychological rebuff by company employes. Simply put, it boils down to this: The employes don't buy the company's products, and the irritating inference is that the competitors' products are better. This is the sort of hearsay a manufacturer doesn't want aired around the community.

Yet this same manufacturer will possibly keep from his employes any news of a new product, any word of an improvement in an established product. He will ask only that the employe give him a fair day's work for a fair day's pay, and mind his own business. When the new product comes out of the machines, to the employe it's just another product. He has little enthusiasm for it, and conceivably little interest in it, because no one has made it interesting for him.

Companies must build employe enthusiasm just as they build consumer interest and demand. And nothing pleases or intrigues the employe as much as being treated to a product preview, as this department has repeatedly pointed out.

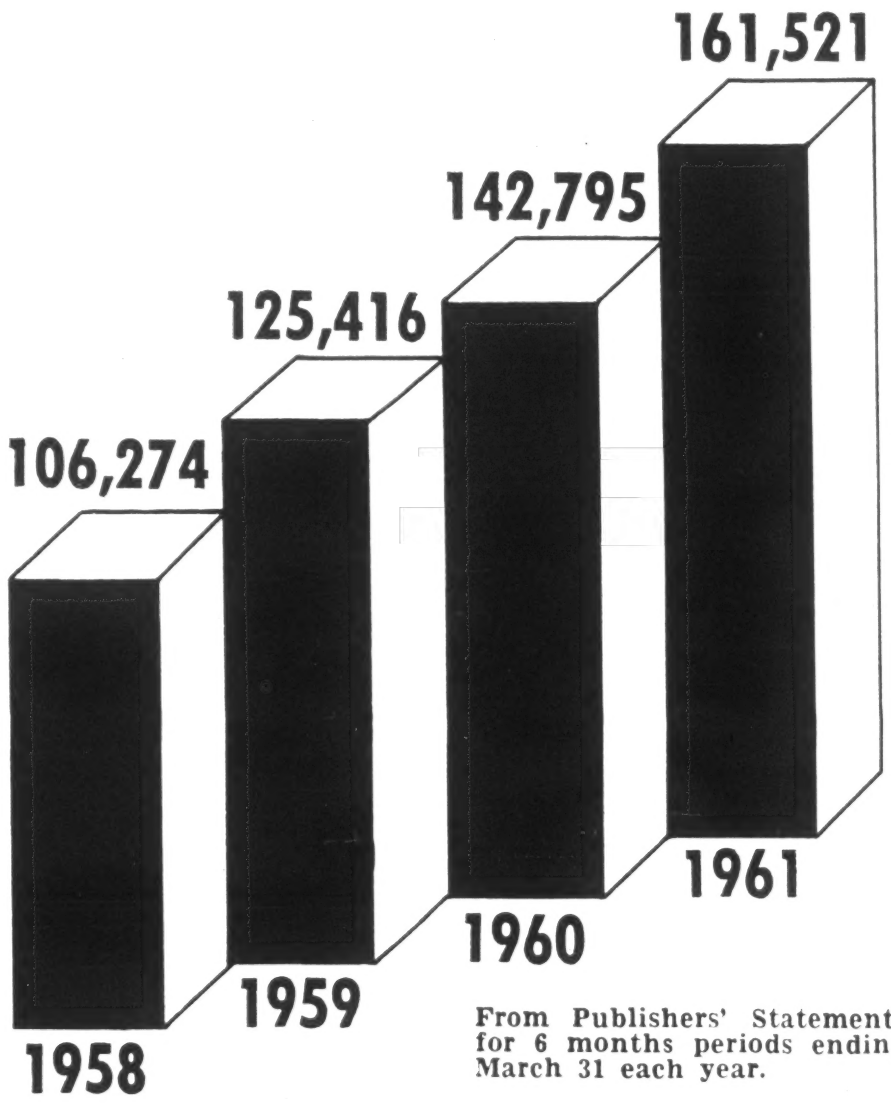
■ Celotex Corp. is the latest to make public acknowledgment of the fact that employes constitute an important audience. Earlier this month a lively and colorful little external publication called "Home Improvement Pictorial" came off the presses; its million copies are currently being distributed, after imprinting, to the customers of building materials dealers all over the country. But before a prospective Celotex user ever saw the publication, every Celotex employe had his own preview copy inserted in the centerfold of his own employe magazine. The accompanying copy brought the employe directly into the confidence of management, tied him closer to the company selling effort. Maybe he'll buy the product; maybe he won't, but he will certainly know about the sales activity. Here's what the copy said:

"In a Chicago printing plant recently the big press started rolling . . . a printing crew had worked 20 hours setting up its full-color plates. Now paper from the 2,500-lb. rolls was about to rush through the press at 1,000 feet per minute. Nine men started feeding paper to the machine, switched on steam drums and gas jets to dry the ink. The huge engines roared for just 20 seconds before the press spat out the first copy of the first issue of 'Home Improvement Pictorial.'

"For Gordon Lawler, sales promotion manager, it was a moment fraught with excitement and anxiety. The man who created Celotex's promotional magazine studied that first copy intently, and smiled. Only 999,999 more to run through the press, send to the bindery for trimming and imprint with the names of Celotex dealers, who would distribute them to customers . . . That's how 'Home Improvement Pictorial' was born—an idea-packed magazine to help Celotex make a still bigger dent in the $19 billion remodeling market."

■ In another company, a few months ago, an employe voiced his chagrin to an associate over his employer's failure to let the employe group know that the company had been sold before advising the public through the press. It's a rare example, but it shows how far a company can go in the wrong direction. Celotex, it appears, has gone quite far in the right one. =

Journal-American increases its lead over the second evening paper...



From Publishers' Statements for 6 months periods ending March 31 each year.

The New York Journal-American's daily circulation averaged 639,116 for the 6 months ending March 31, 1961 . . . largest circulation of any 10c daily newspaper in the world! That's 161,521, or 33.8% more than the World-Telegram and Sun, the second New York evening newspaper. The above chart shows how the circulation gap between the Journal-American and second place has widened year by year.

NEW YORK Journal American

Represented Nationally by Hearst Advertising Service Inc.

IRON ENGINE—*Donald H. Workman (left), exec vp, Gray Iron Founders' Society, launches a nationwide campaign to promote the use of gray iron castings by affixing a bumper sticker to a '61 Ford Falcon. Edward W. Mehrer, manager at Ford's assembly plant in Lorain, O., looks on.*

Net TV Gross Time Billings

1960 vs. 1961

Source: TvB Figures from Leading National Advertisers and Broadcast Advertisers Reports

	March			January-March		
	1960	1961	% Change	1960	1961	% Change
ABC	$13,487,460	$16,577,140	+22.9	$ 39,424,580	$ 47,414,630	+20.3
CBS	24,043,799	23,085,353	— 4.0	70,498,328	66,909,058	— 5.1
NBC	21,072,164	23,920,311	+13.5	61,976,770	68,154,484	+10.0
Total	$58,603,423	$63,582,804	+ 8.5	$171,899,681	$182,478,172	+ 6.2

MONTH BY MONTH—1961

	ABC	CBS	NBC	TOTAL
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February*	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,920,311	63,582,804

Parts of the Day

	March			January-February		
	1960	1961	% Change	1960	1961	% Change
Daytime	$18,047,710	$22,072,950	+22.3	$ 52,036,324	$ 62,305,682	+19.7
Mon.-Fri.	15,176,992	18,827,410	+24.1	42,151,893	51,729,028	+22.7
Sat.-Sun.	2,870,718	3,245,540	+13.1	9,884,431	10,576,654	+ 7.0
Nighttime	40,555,713	41,509,854	+ 2.4	119,863,357	120,172,490	+ 0.3
Total	$58,603,423	$63,582,804	+ 8.5	$171,899,681	$182,478,172	+ 6.2

*February 1961 figures revised as of May 15, 1961.

'Bravo,' Arts Quarterly, to Bow; Names Van Brunt

Bravo, an arts magazine for concert audiences, has been announced by Bravo Publishing Co., 17 W. 71st St., New York. The publication will be hand-delivered four times a year—in September, October, January, and February—to concert subscribers in 700 communities along with their programs, the company said. Rates have been set up on a full-season (four consecutive months) and half-season (two months) basis, starting in September or January. Full-season page rates, one time, are $21,960 b&w and $32,940 for four-color. Half-season page rates are $12,200 b&w and $18,300 for four color.

Arthur A. Whittemore is president of Bravo Publishing; L. Slade Brown is exec vp; and H. Rollin Boynton is ad director. The company has named Van Brunt & Co. to handle its ad account, which is expected to bill about $75,000.

Foster Grant Runs Insert

Timed for appearance just before the plastics industry exposition, Foster Grant Co. ran a 16-page color insert in the May issue of *Modern Plastics*. The insert will be merchandised by field salesmen. Donahue & Coe, New York, is the agency.

Comstock Adds Account

Niagara Frontier Transit System, Buffalo, has appointed Comstock & Co., Buffalo, its advertising counsel. A continuing newspaper, transit and radio campaign is planned.

Over 425,000 Awards to Juniors.

Issued *annually* for marksmanship achievements, under the supervision of 360,000 adult male readers!

Write for sample copy.

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.

One of a series of comments on Metropolitan Oakland as a market by food advertising executives

In our continuing analysis of the various marketing areas in which our products are sold, there is one characteristic which is especially important to us. It can be summed up in one word: vitality. A good measure of this vitality is rate of growth as compared with other leading population centers.

Metropolitan Oakland (Alameda County) is a shining example of a market that has proved its ability to grow faster than the world around it. Not only is its rate of population growing at a pace greater than that of the United States as a whole (a fact that has already plummeted this area into first position among all Northern California counties), but in terms of food sales, obviously of special importance to us, this market also leads all other Northern California counties by a wide margin in a continuing upward growth pattern.

We at Oscar Mayer & Co. are particularly happy to have our products well distributed, well known and well accepted throughout the vital, rapidly growing marketing area of Metropolitan Oakland.

CARL G. MAYER, Vice President,
Advertising and Public Relations
OSCAR MAYER & CO.

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG *In the TRIBUNE...*

*Two out of three of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Three Dissident Voices on Creative Man's Views on Copy, Shoe Ad, Ad Year Symbol

To the Editor: Heavens, I don't want to sound the death knell for copywriters, but I would like to register serious disagreement with the conclusions reached in the "Creative Man's Corner" in the May 22 issue.

This column opens, after the presentation of three primarily visual magazine ads, with the statement ". . . the art work is superb. But what do they leave you with after the intriguing art work has caught your vision and your curiosity?"

The thesis which the "Creative Man" is attempting to propound seems to be that copy is always necessary. I submit that this is not universally true. Take just one campaign, that of the Glass Manufacturers' Institute. Graphically, rather than verbally, the ads recently inserted in *Life* have contained the bare minimum of copy. The impression that glass is clean, that glass is functional—that glass is "class," if you will—has been singularly presented by illustration alone.

I have long felt that the importance of copy has been overemphasized. Take the recent survey done by ADVERTISING AGE itself, wherein it was pointed out that the attitude of at least 30% of the American public is in some manner unfavorable toward advertising. From this it can be argued that when a cross segment of the American public views any advertisement at least 30% will be critical. When these people who are predisposed to be critical see an ad in which copy is the primary element there will be a tendency on their part to distrust the message or conclusion of the ad. This is not true when pictorial representation is the primary element. The copy is an objective element, outside the viewer. The picture, in the process of viewing, becomes subjective, in that the viewer reads into the picture his own conclusions or impressions as a result of the external stimulus. These conclusions or impressions, having originated within the mind of the viewer, are not as prone to distrust as words inserted there by the copywriter, however talented.

Thomas E. O'Neill,

Advertising Instructor, Southeastern University, Washington.

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To the Editor: . . . The writer of "Creative Man's Corner" [AA, May 15] voices a criticism of men's shoe advertising I have heard from agency men over more than 30 years. But always the criticism has seemed to come from a man who never had served a shoe acccount, or who would like to have one. Recently we received a letter of solicitation from an advertising agency which had had a men's shoe account for nine months. That letter, too, voiced the same criticism of men's shoe advertising . . . and it expressed pride in the "different" advertising created for its erstwhile account, which it had "resigned" for some unexplained reason.

The fact that the writer of "Creative Man's Corner" has selected for his criticism ads of the two lines of men's shoes enjoying the finest public images in America should give him pause. But I know the irrepressible impulse from which he speaks. Facts have not yet disturbed his serenity, where shoe advertising is concerned. He approaches the subject as a Harvard man approaches government . . . and he would be equally likely to do mayhem when theory and fact collide.

McCann-Erickson Inc. some years ago determined in its own research that shoes rank *fourth* among all products in potential power to attract interest. Why, in heaven's name, would our esteemed critic want to forego a natural advantage such as that by subordinating shoes to socks and trouser legs and situations etc., to satisfy his personal "art." When a reader is interested in shoes, he wants to see *shoes*. The psychology of correct shoe advertising is as simple as that.

I imagine our critic would also be against Starch ratings if they disagreed with his preconceived notions. But it should interest him to discover that both our esteemed competitor and Nunn-Bush receive the highest Starch ratings of all apparel advertising. Why? Because the advertising creates the most vivid public image.

I'll wager that our critic will not influence men's shoe advertising to any appreciable extent by his comments from the sidelines . . . not the men's shoe advertising that "counts," at least. If his shoe advertising criticism is typical of his total view of advertising . . . I believe he might do better as a career man in the Kennedy administration. . .

Walter Fanning,

Vice-President in Charge of Advertising, Nunn-Bush Shoe Co., Milwaukee.

To the Editor: When I read in your April 24 issue, Creative Man's criticism of one of the ads designed to explain to the mass public the economic benefits of advertising, this thought came to me:

Why is it that when somebody tries to defend advertising from unjust attacks by pointing out the economic facts, someone else in advertising jumps up to criticize and belittle those efforts?

The criticisms the Creative Man leveled at the ad he reproduced

Let's Keep Rolling Ahead

were unwarranted. The ad did not claim that advertising took all the credit for economic progress. Rather it showed that advertising was one of three major factors.

Nor did it say that these three factors were the only ones. Everybody knows there are also other factors—research, invention, product development, financing, merchandising, etc., etc. But does Creative Man seriously think that a dissertation covering all of these factors (which would require long and tedious copy) would "come off" quickly, and be read and understood by the mass of people? . . .

The reasoning of this campaign, in terms of economics, was developed with the same professionals who have conducted the economic education campaigns for the Advertising Council for the past 13 years. These have included three anti-recession campaigns, one of which is now in successful progress.

The economics of lower unit cost resulting from higher volume is inescapably and perennially accurate. And the success of advertising as an energizer of mass production is equally unchallengeable.

Our gross national product *has* risen year after year. Mass demand *has* grown, stimulating mass production and providing the economies aforesaid. Yet many people don't associate rising advertising budgets with that process. In this campaign we are making the connection clear. . .

What we are discussing in this campaign is the continuing and long-term effect of advertising—not the ups and downs which are natural in a free economy. We have about 15,000,000 more jobs than we had 20 years ago. Nearly half of our present jobs didn't exist 30 years ago. Others are being created every day, especially in the service industries which now employ more workers than production—and the trend to service gets stronger every year. . .

G. W. Head,

Chairman, Advertising Year Committee, Advertising Federation of America, New York.

Kay Daly Wins Admirer With Lucid Prose

To the Editor: Kay Daly's introspective razz-matazz on how to woo a woman cosmetically came through refreshingly lucid and informative [AA, May 22]. Although immortality in the Poets' Corner should be withheld, her prose far outshines much of the dreary business commentary one reads these days. She can well take her place with "lay-it-on-the-line" Walter Guild and "say-it-memorably" Hal Stebbins. A rousing "Oh, Kay!" for the speech.

Mike Hahn,

Jaqua Co., Grand Rapids, Mich.

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Provocative Ad Bothers

To the Editor: This ad bothers me. It ran, appropriately enough, in *Life*.

I don't know whether it's the gal's position (provocative, to say the least), her expectant look (also provocative), or the heart-warming display of—er, feminine abundance (still more provocative). But it kinda startled me. There I was, just thumbing through the maga-

zine, looking for something. A moment later, there I was—just looking. In fact, I plumb forgot what I was looking for.

And guess what: Tomorrow is for real live people. No kidding. That's what the ad says. (I think they mean real live *gals*. Who else has need for such like?)

How about it? Should we wait for tomorrow? Why not tonight? See what I mean?

M. H. Banner,

Normal, Ill.

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MRG&R Objects to Being Called an 'Industrial' Agency

To the Editor: ADVERTISING AGE, in its coverage of our tenth anniversary [AA, May 8], referred to us as "an industrial" agency and indicated that we were a Chicago and Pittsburgh agency.

It referred to talks by Harold Burson, of our company, and Dr.

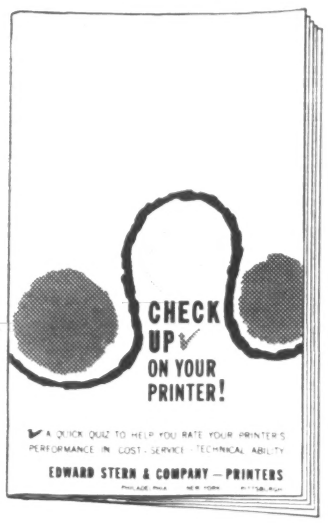
A Rose (Lime Juice) by Any Other Name Is Copying

To the Editor: Just to prove once more the truth of that old bromide about nothing succeeding like success, I have attached a graphic, self-explanatory example—namely, the Rose's Lime Juice ad which appears on Page 89 of the April 15 issue of *The New Yorker* and—10 pages later—an almost identical approach used by Biotherm cosmetiques.

EWRR, as you may know, adopted this particular first-person copy and art slant for Rose's at least two years ago. And now we have a beautiful example of a "copy cat."

Phil Fewsmith,

Erwin Wasey, Ruthrauff & Ryan, New York.


CHECK UP ON YOUR PRINTER!
A QUICK QUIZ TO HELP YOU RATE YOUR PRINTER'S PERFORMANCE IN COST - SERVICE - TECHNICAL ABILITY
EDWARD STERN & COMPANY — PRINTERS

write today for the informative free booklet

"CHECK UP ON YOUR PRINTER"

How do you evaluate a printer's sales staff, technical ability, scope of service? How can you tell whether a printer is giving you quality control, cost-cutting planning, creative thinking? And what difference does it make whether or not he does any or all of these things?

This new booklet, prepared as an industry service, answers all of these questions and more. In a 90-point rating quiz, "Check Up On Your Printer" explores all the areas that vitally concern every person who orders, pays for, or sells through the printed word.

Naturally it's a "handbook" for print buyers. But it's also an illumination for the purchasing supervisor, the treasurer, the art director, the advertising director and the account executive. Finally, it will prove of interest to the company president who realizes that nowhere is the image of his business so constantly and concretely expressed to the public as in print.

for your copy, without charge,

write on your company letterhead to: (Dept. A)

EDWARD STERN & CO., INC.—PRINTERS

Independence Mall, Philadelphia 5—MArket 7-6700

Philadelphia • New York • Pittsburgh

Melvin Anshen, a consultant to our company, and indicated that they had said we were permanently turning our backs on consumer accounts.

The facts are these:

1. We currently operate in New York, Pittsburgh, Chicago and Toronto. Each office, except Toronto, which is our newest, is complete in all departments and autonomous except for policy. The company is managed by a board of directors, which meets a minimum of ten days a year and determines basic policies. The operating executives of the New York, Chicago and Pittsburgh offices are members of the board of directors. We have no branch offices, and because many agencies do, there is a constant effort to tag us as a "Chicago" or "New York" agency. We are not the product of any city, and we have no headquarters as such.

2. Neither Harold Burson nor Dr. Anshen referred to us as an "industrial" agency. The facts are that approximately 50% of our business is industrial in nature. Nearly a quarter of our business is now in agricultural products and services. The remainder is in consumer durables, shelter products, and financial and service accounts. These are our fields of specialization and have been from our inception ten years ago.

A later story in ADVERTISING AGE relating to our increased association with the American Agricultural Chemical Co. again indicates that we are an "industrial" advertising agency and that there is some inconsistency here.

If you will simply look into the facts and accept our oft-stated position that we are not interested in foods, drugs, cosmetics, wearing apparel, tobacco, beverages, and similar "impulse" items, then the nature of our specialization will be more clear.

Wm. A. Marsteller,
Marsteller, Rickard, Gebhardt & Reed, New York.

Mr. Marsteller apparently is referring to the headline on the story reporting MRG&R's 10th birthday celebration in New York, Chicago and Pittsburgh.

• • •

President Roosevelt Linked Truth to Good Taste in Ads

To the Editor: I find your quotes of 25 years ago quite interesting. I thought the attached copy of a letter from President Franklin D. Roosevelt might be of interest to you and your readers. It was written in June of 1936. At the same time, I am attaching copies of two other letters from President Roosevelt written to me in 1933 and 1934 when I was president of the AFA, before I became chairman. In those days the paid executive had the title of general manager and the president and chairman of the board were volunteers.

Edgar Kobak,
New York.

President Roosevelt's 1936 letter to Mr. Kobak is reproduced below:

My dear Mr. Kobak: Every movement which has for its object the furtherance of truth in advertising is entitled to the highest commendation. I understand that truth will be the theme of the 25th annual convention of the Advertising Federation of America when it meets in Boston. I shall greatly appreciate it if I may through you extend to all in attendance at the convention my hearty felicitations.

Your federation has done excellent work for a quarter of a century by dedicating itself to a campaign in behalf of truth. Closely akin to truth in advertising is the question of good taste and one need not have a long memory in order to realize what advances have been made in the interests of both truth and good taste in the quarter of a century just passed. Yours is a noble objective and working for its realization the federation is entitled to the loyal support of all sections of the great consuming public.

Franklin D. Roosevelt

• • •

Agency Internship Program for Students Might Plug Gap

To the Editor: For your editorial in the May 15 issue concerning the need for vigorous recruiting of college graduates for the advertising profession I send my sincere congratulations.

As a soon-to-be graduate of the college of business administration at Marquette University in Milwaukee, I can truthfully say that advertising practitioners are most lax in recruiting young people to their ranks. Dozens of would-be copywriters, media buyers, management trainees, etc. are being forced to seek employment in other fields because of the unwillingness of advertising employers to hire them.

If, as experts predict, the volume of advertising is to double by 1971, where do present employers hope to find people to produce this volume? . . .

An excellent way to meet this need for more qualified manpower is to hire a college student planning a career in advertising while he is still in college. Agencies with offices in cities where universities are located will find a multitude of eager, hard-working college students who would seize the opportunity to work parttime . . .

Having spent the last year and a half of my college days working under such an arrangement with a medium-size agency in Milwaukee, I can attest to the value of such a program . . .

John A. Furr,
Marquette University, Milwaukee.

• • •

National Shawmut Bank Is Headquartered in Boston

To the Editor: The federal regulatory authorities, not to mention La Salle St. and our correspondent banks all over the U.S., must have flipped on reading in the "Voice of the Advertiser," May 22 issue, that the National Shawmut Bank is home-based in Chicago.

In my letter requesting copies of your "Ad Man—Banker Profile" you identified me as a veep of the National Shawmut Bank of *Chicago*. To set the record straight, the National Shawmut Bank has been doing business in *Boston, Mass.*, for 125 years and has no authorization for nor intention of moving or branching beyond the confines of the Old Bay State.

The name "Shawmut" was the original name for Boston. Shawmut's trademark is the Shawmut Indian and in our corporate title we are perpetuating for posterity the memory of a little Indian village which was to become the "Cradle of Liberty," the "Athens of America" and "Home of the Bean and the Cod."

Shawmut of Chicago—pfui!

John J. Barry,
Vice-President, National Shawmut Bank of Boston.

Sincerest apologies to Mr. Barry and National Shawmut. Obviously, this was bank robbery on a grand scale.

• • •

Agency Will Distribute Copies of Sandage Speech

To the Editor: We would like permission to distribute reprints of Prof. C. H. Sandage's address as published in your May 15 issue . . .

In our opinion, this address tells the real story of advertising and its contribution to the economy of America.

With your permission, we want to see that members of the various civic clubs, high school and college teachers, ministers and other citizens receive copies.

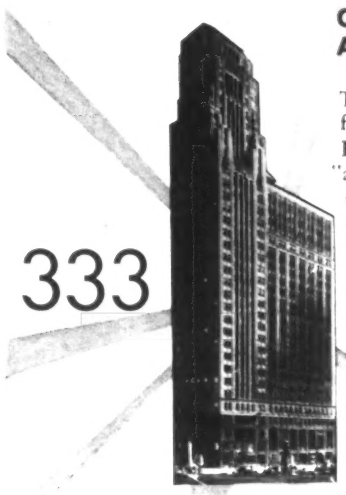
Robert E. Bradham,
Bradham Advertising, Charleston, S.C.

Only in Milwaukee! Only in THE MILWAUKEE JOURNAL! Nowhere else can you reach 9 out of 10 homes in a rich, million-plus metropolitan area with just one newspaper . . . no combinations, no supplementary media needed. And milline rates continue to be among the lowest in the country under The Journal's new discount structure. When picking big newspaper markets, remember the best buy in buy-lines . . .

THE MILWAUKEE JOURNAL
375,950 Daily · 513,647 Sunday
Member of Million Market Newspapers, Inc. New York Chicago • Detroit • Los Angeles • San Francisco

AAWK!
9 OUT OF 10...
ONLY IN MILWAUKEE
...AAWK! 9 OUT OF 10...
ONLY IN MI UKEE...
AAWK! ONLY
IN MIL AWK!

New Volume Discount Rate Schedule effective Mar. 1, 1961.



OFFICE SPACE AVAILABLE

The most distinctive address for your Chicago headquarters. Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.

333 north michigan avenue building

- *outside daylight in all offices*
- *year 'round air conditioning*
- *fast, ample automatic elevators*
- *excellent service*

WIRTZ, HAYNIE & EHRAT, INC., *Managing Agents*
Phone: RA 6-8333 (Area Code 312)

D. L. Harrington, 66, Direct Mail Leader, Donnelley Exec, Dies

CHICAGO, June 6—David L. Harrington, 66, chairman of the executive and management policy committees of Reuben H. Donnelley Corp., died after a heart attack June 2. He had been president and chief executive officer of the company from 1951 to 1956, and chairman of the board and chief executive officer from 1956 to January, 1961.

David L. Harrington

In 1922, Mr. Harrington became a partner in an automobile owner mailing list business in Nevada. In 1926 this business was bought by Donnelley. Mr. Harrington became its manager of Nevada operations. In 1927, he was transferred to Chicago as production manager of Donnelley's direct mail division plants in New York, Chicago, Los Angeles and Nevada. He was named general manager of the direct mail division in 1932, and elected vp in 1943. In 1945, after election to the board of directors, he became chairman of its executive committee.

■ Mr. Harrington, a native Iowan who for a time was a wheat farmer in Alberta, in 1959 received the Miles Kimball Gold Medal Award, the highest honor in direct mail advertising. He was cited for his key role in establishing the Business Mail Foundation, of which he was incorporator, director and immediate past president. He was also a past director of the Mail Advertising Service Assn. and past president of its Chicago chapter, and a director of a number of civic organizations.

Survivors include a son, Edward, who is account executive in Donnelley's direct mail division.

E. B. JEFFRESS

CHAPEL HILL, N.C., June 6—E. B. Jeffress, 75, president of the Greensboro News Co., Greensboro, N.C., died here May 2 of a heart attack. Mr. Jeffress had been president of the company, which publishes the *Greensboro Daily News* and the *Evening Record*, since 1918. He was mayor of the city from 1925 to '29 and president of the chamber of commerce from 1922 to '23. He was also chairman of the state highway commission in 1931.

HAROLD MITCHELL

WINSTON-SALEM, N.C., June 6—Harold Mitchell, 67, head of Mitchell Advertising Agency, West Hempstead, L.I., died yesterday of a heart ailment in Baptist Hospital here. Mr. Mitchell worked as a salesman on the *New York Post* and was with the Halpern Advertising Agency before starting his own shop after World War I. He had been in semi-retirement recently and had moved to Hendersonville, N.C.

CHARLES D. OSBORNE

AUBURN, N. Y., June 6—Charles D. Osborne, 72, president and publisher of the *Auburn Citizen-Advertiser*, died of cancer at his home May 31.

Twice elected mayor of Auburn and twice president of the New York State Mayors Conference, Mr. Osborne served as president of the New York State Associated Dailies in 1942 and was active in the New York State Publishers' Assn.

■ He started in 1913 as an editorial writer for the *Auburn Citizen*, then owned by his father. He became vp and general manager in 1915, and in 1926 succeeded his father as president.

The *Citizen* bought the *Advertiser-Journal* in 1919, and Mr. Osborne operated both until 1931, when the newspapers merged. In 1936 his company also acquired radio station WMBO.

When he ran for his first term as mayor in 1927, the *Citizen* supported him as a Democrat, while the *Advertiser-Journal*, as a Republican newspaper, opposed him, although he owned both.

ROBERT J. BETTS

DENVER, June 6—Robert J. Betts, 62, president of Betts-Drager Advertising, Denver, died May 19 in Presbyterian Hospital. He had been ill several months. He founded his own agency, known as Bob Betts Advertising, in 1926.

HENRY J. GAAB

LANSDOWNE, PA., June 6—Henry J. Gaab, 65, general superintendent of the Chilton Co. printing plant, Philadelphia, died May 24 in Fitzgerald Mercy Hospital. Mr. Gaab started his career as an apprentice typesetter. He spent more than 50 years with Chilton, and a predecessor, Federal Printing Co., New York.

BIRT F. FISHER

SEATTLE, June 6—Birt F. Fisher, 75, an early pioneer in radio and one-time owner of KOMO and KJR, Seattle radio stations, died May 16 at his home. Mr. Fisher bought KOMO in 1925 but later sold it to Fisher's Blend Station. He acquired KJR in 1933. He remained as secretary and manager of both stations until they were separated in 1945, and continued as manager of KJR until his retirement in 1946.

ROCCO DiMARCO

DETROIT, June 6—Rocco DiMarco, 56, vp and art director of Maxon Inc., died of a heart attack May 27 at the Detroit Race Course.

A veteran Detroit artist, Mr. DiMarco joined Maxon Aug. 1, 1930, shortly after the agency was formed. He was a member of the Adcraft Club.

VICTOR BUCHANAN

MINNEAPOLIS, June 6—Victor Buchanan, 74, advertising representative for *American Weekly* for 26 years until his retirement in 1957, died May 30. #

GF Sales, Net Up

General Foods Corp., White Plains, N.Y., had record sales in 1960 and record net earnings for the eighth successive year. Dollar sales for the fiscal year ended March 31 were up 6.7% to $1,160,177,000 while physical sales volume increased 9.8%. Net for the fiscal year was $66,821,000 or $2.69 a share, compared with the previous year's $61,071,000 equal to $2.48 per share.

Teen Age Dance Book, Household Encyclopedia, Bowling, Merriam-Webster Dictionary, Home Sewing, Poker Golf, Pocket Cook Book, Baby and Child Care, World Atlas, Major League Baseball Handbook, Pro Football Guide, Winning Bridge, Gardening, Hunting and Fishing, Guide to a Higher Income, Legal Encyclopedia, Complete Letter Writer, Camp-craft plus quiz, game, puzzle, humor and fun books and hundreds of other best-selling Pocket Books titles can be adapted as

PREMIUMS

to help you build traffic, attract sales leads, stimulate more retail volume through sales tie-ins, and act as your ambassadors of good will.

POCKET BOOKS

cost so little, offer so much. They can be selected for universal or bulls-eye appeal . . . for men, women or children. Your customers and prospects will read them and use them . . . frequently and over a long period of time.

YOUR OWN COVERS

featuring your name, logo, products and sales message can be adapted to proven best-sellers. Successful book premium and tie-in programs have been developed by POCKET BOOKS, world's largest publisher, and by GOLDEN BOOKS and GOLDEN RECORDS, our affiliate in the children's field, for Johnson & Johnson, AMF, Ford, General Mills, Stanley Tools, Kraft, Kimberly-Clark, Levi Strauss, Eastman Kodak, International Trucks, Gruen Watches and many others.

CALL OR WRITE NOW!

Whether you are local, regional or national . . . requiring a thousand units or several million . . . let us hear from you. Just tell us if you want store traffic, sales leads, sales tie-ins, good will builders, self-liquidators. We'll suggest a program tailored to your needs.

SPECIAL PROJECTS DIVISION
The Benjamin Company
600 Fifth Avenue, New York 20, New York
Circle 5-2550

Mercury and News

FIRST

In Total Advertising Gains

For the first quarter of 1961, San Jose ranked FIRST in linage gains among all 81 M-E-S combination cities —including those with several papers—surveyed by Media Records. San Jose's gain: 467,808 lines—proof of advertisers' confidence in this billion-dollar market and its complete coverage media!

Here's the National Rank:

Mercury — **15th** among **all** morning papers
5,479,224 lines

News — **22nd** among **all** afternoon papers
5,470,772 lines

News and Mercury-News — **34th** among **all** seven-day newspapers
7,326,833 lines

Classified Linage:

Mercury — **10th** among **all** A.M. dailies

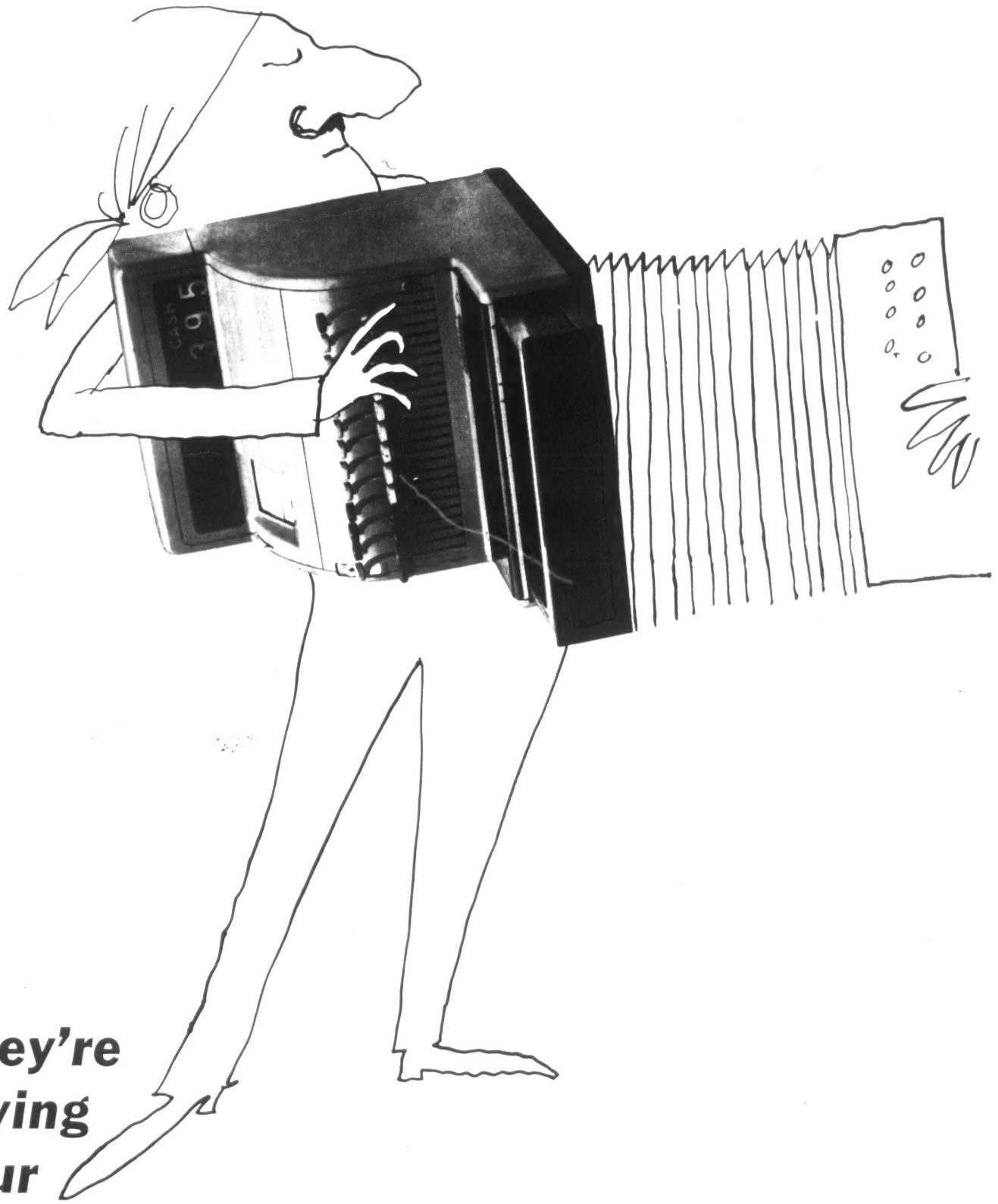
News — **11th** among **all** P.M. dailies

Mercury-News — **36th** among **all** Sunday papers

San Jose — SM "Preferred City" for 30 months!

San Jose Mercury and News

Call Your Ridder-Johns Man for Details



They're playing our song!

"Good commercial, but it doesn't *sing!*" Ever heard that one before? In our book, the only commercial that really sings is the one that sells the product and returns a profit to the sponsor. Fact is, this magic combination of sing and sell is the N. W. Ayer theme song.

The commercial is the payoff **N. W. Ayer & Son, Inc.**

Admen Switch Jobs Oftener, Study Reveals

AA Study of Data from Recruiter Conley Shows Variances Within Field

By Don Morris

CHICAGO, June 8—The advertising industry is a volatile one from the standpoint of personnel. Admen change jobs on the average of three times per decade. It is a young man's field, and it is the young admen who account for the heaviest proportion of job switching.

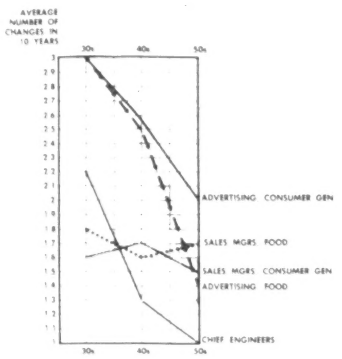
These findings were made in the course of a study by ADVERTISING AGE, based on data samples supplied from the files of Edwin B. Conley, of Conley Associates, Chicago executive recruiting organization.

The study involved comparisons of advertising men in the consumer general, food and industrial classifications with (1) sales managers in the same three groupings and (2) executives in the general manufacturing classifications and (3) with chief engineers.

The same groups were analyzed from the standpoint of number of job changes, correlated (1) with salary level and (2) with age.

The pattern of employment stability exhibited by the chief engineers showed fewer than 10% with as many as four job changes in the past ten years; among admen the figure was approximately 20%. At the other end of the scale, more than 54% of the chief engineers had changed jobs only one time or not at all in the decade, whereas the number of admen exhibiting this low rate of change was only 18%.

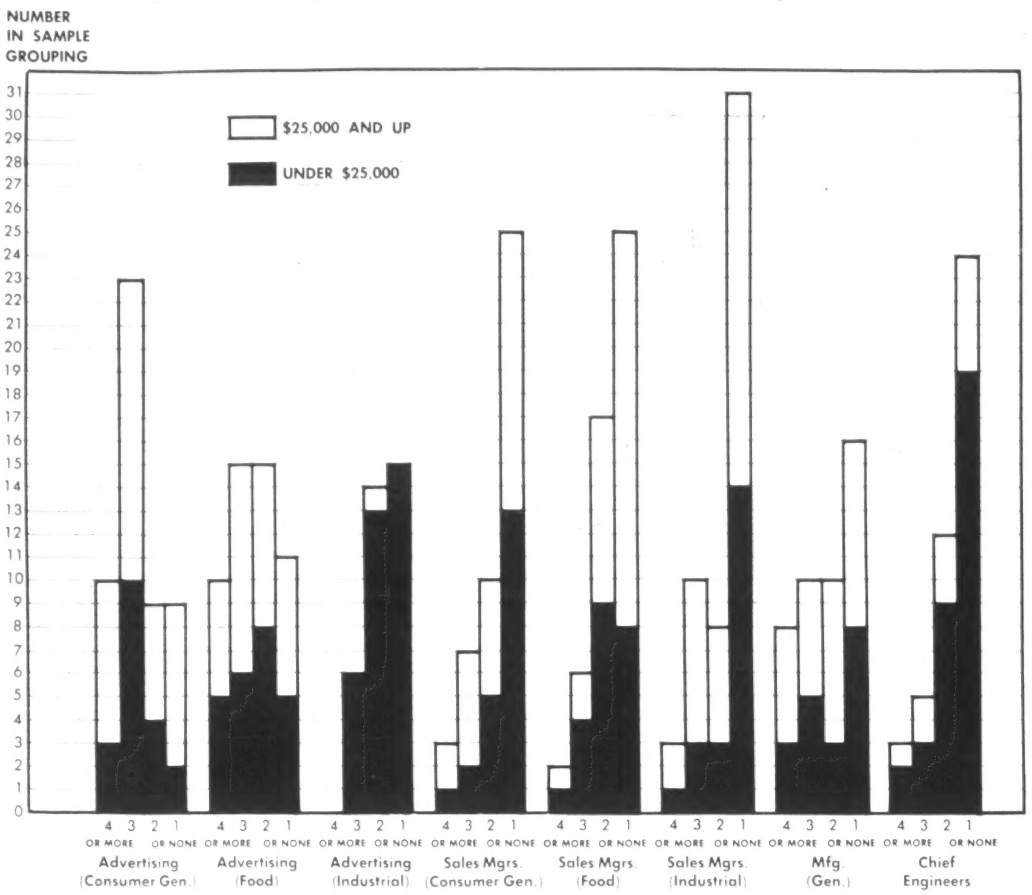
Average Frequency of Job Changes by Occupation and Age: 1950-'60



■ Admen in the food field showed slightly less volatility than those in consumer general advertising excluding food, with an average job longevity of four years, compared with the 3.3 years of the non-food ad group.

Frequency of Job Changes by Occupation, Income Level: 1950-'60

From Samples Supplied by Conley Associates, Chicago



Among industrial advertising men there were still fewer job changes; none in the study sample, for instance, had changed jobs more than three times.

The most striking fact revealed about industrial advertising men covered in the study was their salary level. The study broke down each of the groups into those at the $25,000-and-over level and those under $25,000. In general, the two groups changed jobs with about the same frequency, but among industrial advertising men there was only a single example at the higher salary level.

The sales managers, unlike the admen, showed heavy preponderances in the one-job-change-or-none category, and a small group (about 4%) in the four-or-more-changes group.

■ It was the admen in their 30s—whether in consumer general or food—who accounted for the bulk of the changing. By the time they had reached the 40s, job tenure had increased from 3.3 to four years, and by the time the 50s had been attained, the admen in the consumer general group stayed on for an average of five years, according to the study. In the food category it was even longer—seven years.

The chief engineers showed the same trend in job changes—a decreasing number of changes with advancing age—but the number of changes declined from 2.2 changes per decade to one, whereas the decline among the admen was from three to two.

By way of contrast, sales managers' job changes maintained approximately the same frequency at each age level, in both the consumer general and the food fields. =

Columbia's 'Gidget' Ties in With Supermarket Chains

Columbia Pictures Corp. has launched a contest tie-in with several food chains for its movie, "Gidget Goes Hawaiian." Food chains tying-in regionally include Kroger's, Food Fair and Vons, with Safeway in final negotiations. In all, more than 650 cities in 34 states will be covered in the contest, which offers a movie contract and trip to Hawaii among the 2,089 prizes. Contestants get their entry blanks in the food stores but must return them to the local movie where the picture is playing.

The contest runs two weeks in each area, with the entire promotion covering 90 days. Columbia has appropriated about $100,000 for the drive, in addition to the regular media promotion for the movie, which it said will be more than $400,000, placed locally. Stanley Arnold Associates, New York, coordinated the promotion.

Friden Sets Campaign

A two-page b&w ad will be used by Friden Inc., San Leandro, Cal., business machine manufacturer, to promote its "practimation" motif in the June 12 issue of *Newsweek*, June 17 *Business Week* and June 19 *U.S. News & World Report*. Also scheduled to break during June will be quarter-page and two-thirds page ads on a variety of Friden products in a number of business publications.

WXYZ-TV Names Gallagher

Thomas J. Gallagher, formerly with Independent Television Corp., New York, has been appointed by WXYZ Inc., Detroit, to work on special assignments in WXYZ-TV syndication and program sales.

PROOFREADING
Labor Cost Is Expired Time . . .
LET US NARROW THE MARGIN!
READ/IT, INC
53 W. Jackson Blvd. • Chicago 4, Ill.

In TAMPA-ST. PETERSBURG You Sell the Negro only if you Buy WTMP... Rounsaville Radio

In fast growing Tampa-St. Petersburg 129,000 Negroes spend $66,180,620.00 annually on consumer goods. It's definitely a big spending market! And you reach it only with Rounsaville Radio's WTMP—only all Negro-Programmed station in Tampa-St. Petersburg! Top rated by both Pulse and Hooper (as are *all* the Rounsaville Stations!) Call or write today for the full story on WTMP, and the entire Rounsaville chain. Represented nationally by John E. Pearson, in the Southeast by Dora-Clayton.

Six Rounsaville Radio stations reach 1,433,915 Negroes with $824,000,000.00 annual spendable income. A proper part of your budget must go to Rounsaville Radio or you miss this growing market. Rounsaville Radio programming exclusively for the Negro with Negro disc jockeys and personalities, speaks with believability. No one does a better job of reaching the Negro than we do at Rounsaville Radio.

HAROLD F. WALKER—V.P. & Nat'l Sales Mgr.

Sell the Negro in These Six Big Markets... With Rounsaville Radio

buy one or all—discounts with two or more!

WCIN—CINCINNATI. 5000 watts. Reaches 170,000 Negroes, who spend $140,528,670 annually

WLOU—LOUISVILLE. 5000 watts. Reaches 158,000 Negroes, who spend $127,405,400 annually

WVOL—NASHVILLE. 5000 watts. Reaches 124,000 Negroes who spend $82,400,000 annually

WYLD—NEW ORLEANS. 1000 watts. Reaches 294,700 Negroes, who spend $218,483,000 annually

WTMP — TAMPA - ST. PETERSBURG. 5000 watts. Reaches 129,000 Negroes, who spend $66,180,620 annually.

KRZY—DALLAS-FT. WORTH. 500 watts. 730 on the dial. Reaches over 350,000 Negroes who spend 80% of income on consumer goods

FIRST U.S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN 6 BIG MARKETS

ROUNSAVILLE RADIO

ROUNSAVILLE RADIO STATIONS
3220 PEACHTREE RD., N.E. • ATLANTA 5, GEORGIA
CEdar 1-3000

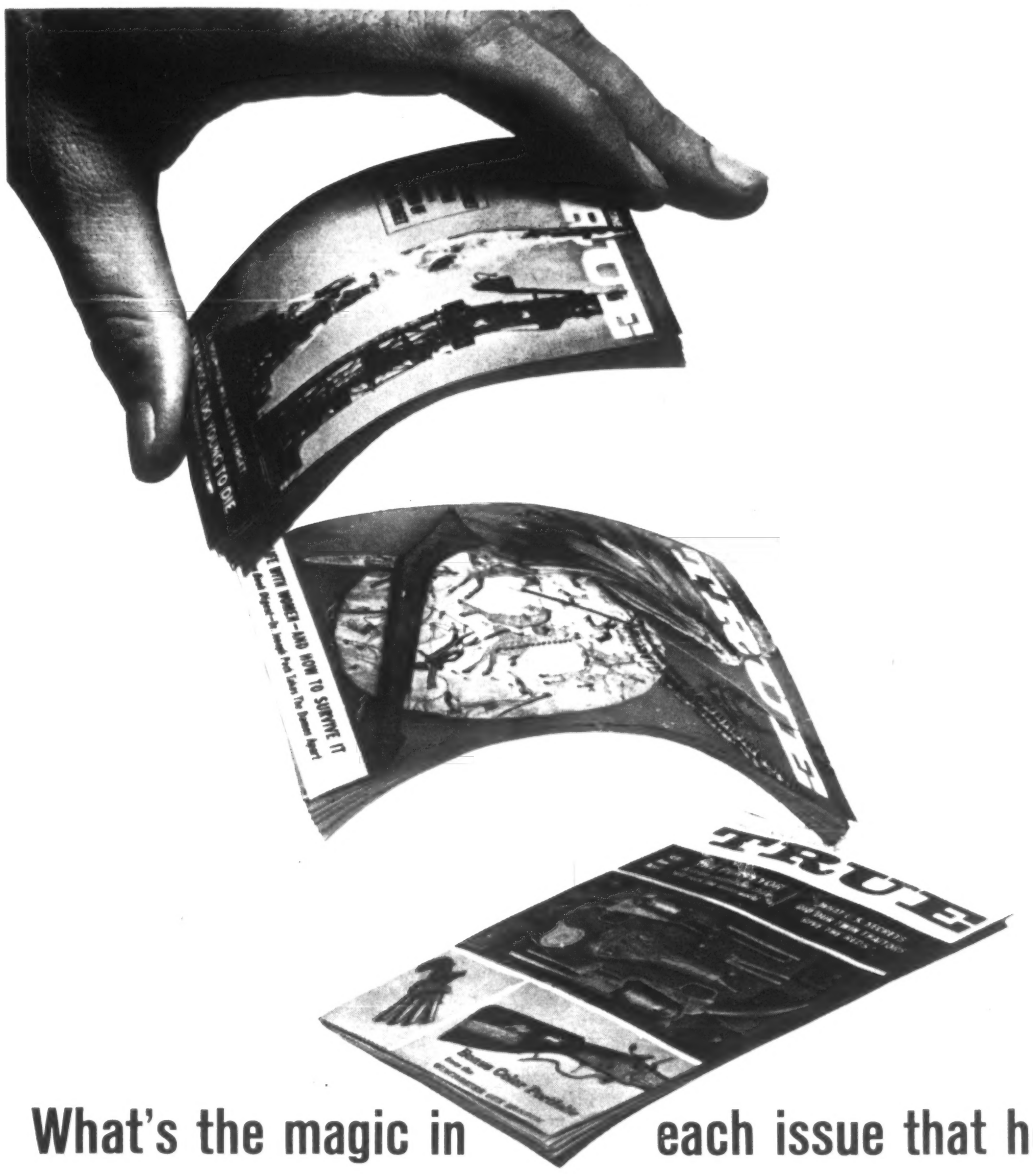
ROBERT W. ROUNSAVILLE, Owner-President
HAROLD F. WALKER, V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO., Nat'l. Rep.
DORA-CLAYTON, Southeastern Rep.

Costs Less— Does More

An analysis of keyed coupon returns covering ten food and transportation advertisers using The New York Mirror one other morning paper and three evening papers gives this result:

The Mirror space cost 16.8% of the total invested. But The Mirror produced 21.3% of the total returns — twice as many as any one of the evening papers.

Make The Mirror a MUST!



What's the magic in TRUE each issue that holds readers for over 6 hours?

There's a magic paradox about TRUE readers. They are vital, energetic, born enthusiasts. Yet these same young men can quietly pore over one issue of the magazine for many hours at a clip. How's this? Well, the magazine in question is TRUE—and it fairly crackles with honest, exciting, timely fare.

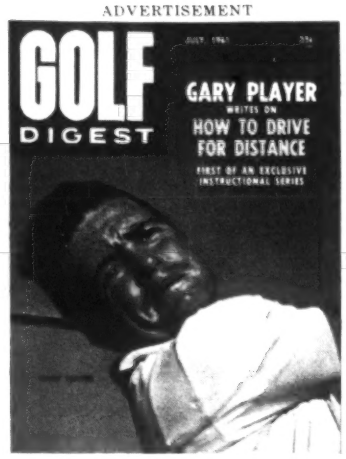
It's a fact . . . every month more than 7,000,000 vigorous men delve into the one man's magazine that reflects the full, fascinating gamut of their many interests, CURRENT EVENTS, ACHIEVEMENT, AMERICAN HISTORY, ADVENTURE, SPORTS, GOOD LIVING! And when they finally put it down they react the only way they know—POSITIVELY—to the messages of the major advertisers so liberally sprinkled throughout the pages of TRUE!

©1961 Fawcett Publications, Inc.

TRUE

THE WORLD'S LARGEST SELLING, MOST WIDELY READ MAN'S MAGAZINE

ADVERTISEMENT



HOT PROPERTY—*Top golfer Gary Player begins this month (July issue) an exclusive series of instructional articles for* GOLF DIGEST—*top magazine in the field with over 1/2 million avid readers.*

Culligan Heads RTES

Matthew J. (Joe) Culligan, general corporate executive of Interpublic, has been elected president of Radio & Television Executives Society, New York, for May 1961 through May 1962. Other new officers are William K. McDaniel, exec vp of NBC, 1st vp; Sam Cook Digges, administrative vp of CBS Films, and Robert H. Teter, vp of Peters, Griffin, Woodward, vps; Sol Paul, publisher of *Television Age*, secretary; and Sol Cornberg, president of Sol Cornberg Associates, treasurer.

Renner Opens Ohio Office; Adds MacBeth Account

MacBeth Engineering Corp., Harrisburg, Pa., has appointed Renner Inc., Philadelphia, industrial consultant and agency, to handle advertising for its entire line of automatic food processing equipment. Renner has opened an office in Cleveland, at 14819 Detroit Ave.

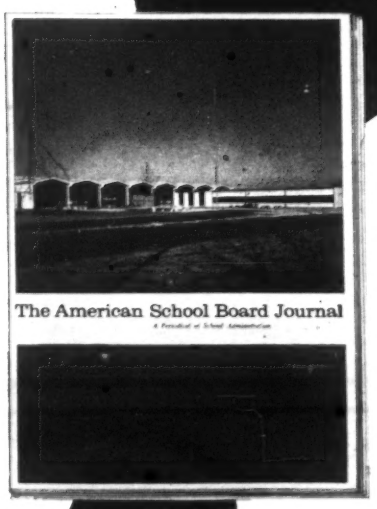
WHEN THEY'RE BUILDING THEY'RE BUYING!

American School Board Journal is the only school administrator's publication keyed editorially to school construction and maintenance . . . guaranteeing coverage in all school districts where construction is under consideration or in progress.

With crisp, easy-to-read format, the American School Board Journal adds unique impact to your sales message . . . reaches more than 32,000 board members, superintendents, business managers and school architects . . . at the most reasonable rates in the field.

To assist in mapping sales strategy, American School Board Journal provides advertisers at nominal cost, up-to-date information on where sales will be made . . . detailed information on specific school construction projects and progress.

SEND TODAY FOR FULL DETAILS ABOUT AMERICAN SCHOOL BOARD JOURNAL'S POSITIVE SALES BUILDING PROGRAM.



AMERICAN SCHOOL BOARD JOURNAL

400 NORTH BROADWAY
Milwaukee 1, Wisconsin

TV TROUBLE—*RCA Victor Corp.'s electron tube division, New York, has been spoofing itself with this exaggerated minute commercial appearing on NBC-TV's "Bonanza." The ad opens on an average family happily watching television until disaster strikes—the tv picture fades. After a quick call to the tv repairman, the trouble is solved with an RCA Silverama picture tube, and the relieved family returns to its prized pastime. The commercial was produced by Films Five through Al Paul Lefton Co.*

Glo-Pin Names Gottstein

Glo-Pin Inc., Chicago, manufacturer of diaper safety pins, has appointed Stan Gottstein Advertising, Chicago, its first agency. The account bills approximately $50,000.

Geist Joins Hallmark Ltd.

Robert A. Geist, formerly with National Bellas Hess, was named president of Hallmark Ltd., New York, house agency for Towers Marts Inc., discount department store chain.

DeGray Adds Two Clients

DeGray & Associates, New York, has been engaged as a management consultant by Broadcast Editorial Reports, a radio-tv editorial program syndicator, and Televenture, an international tv film and motion picture producer. The DeGray company is headed by Ed DeGray, a former president of ABC Radio. Mr. DeGray's company provides a broadcast advisory service to stations and other radio-tv organizations, acting as a liaison between the client and agencies, advertisers, networks, station representatives and producers.

Bolling Adds 1; Moves Office

Bolling Co. has been named national representative for WAAF, Chicago, formerly handled by Forjoe & Co. Robert S. Hix, formerly general manager of KHOW, Denver, has been named manager of Bolling's Denver office, replacing Mary Briley, who resigned. Bolling's Denver office has moved to 901 Sherman St.

THE SAN DIEGO UNION AND EVENING TRIBUNE

TvQ Rating Leaders

For Nighttime Network TV
May, 1961

Rank	Program	TvQ Score
1.	Sing Along With Mitch (Malt-O-Meal, Ballantine, NBC)	55
2.	Bonanza (Procter & Gamble, RCA, American Tobacco, NBC)	52
3.	Andy Griffith Show (General Foods, CBS)	51
4.	Flintstones (R. J. Reynolds, Miles, ABC)	48
4.	The Real McCoys (Procter & Gamble, ABC)	48
4.	Wagon Train (Nabisco, R. J. Reynolds, Revlon, NBC)	48
7.	Red Skelton (S. C. Johnson & Son, Sinclair, CBS)	46
8.	CBS Reports (Sustaining, CBS)	41
8.	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	41
10.	Candid Camera (Bristol-Myers, Lever, CBS)	40
10.	Rawhide (Several sponsors, CBS)	40

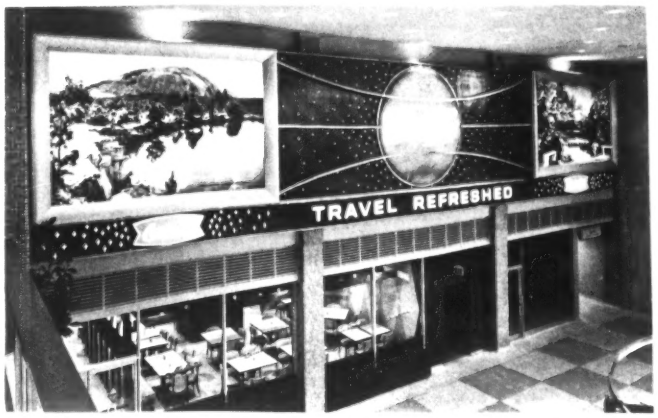
Note—Home Testing Institute arrives at what it calls a TvQ rating by dividing the number of people who say they are familiar with a program into the number terming it "one of my favorites."

WGN Promotes Two

Charles E. Gates has been named station manager of WGN, Chicago, and Benjamin H. Berentson station manager of WGN-TV. Mr. Gates has been general sales manager of WGN since 1959. Mr. Berentson has been general sales manager of WGN-TV since 1960. Both men joined the WGN staff in 1940, moving from the *Chicago Tribune's* ad staff.

King Cola Names Yardis

King Cola, Newark, manufacturer of syrups and soft drnks, has appointed Yardis Advertising Co., in the Philadelphia-Delaware Valley market and southward.



COKE LANDSCAPES—*Coca-Cola Co. and its Atlanta bottler have brought photo-mural scenes of Atlanta to the city's new airport terminal in a 60' long indoor spectacular. The space was rented from Transportation Displays Inc. at $12,000 a year. Coke's headquarters are in Atlanta.*

Bettis Joins Maidenform

Sara Bettis, formerly with Bali Brassiere Co., has joined Maidenform Inc., New York, as sales promotion manager.

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO! Gasoline service station sales in San Diego County reached $95,482,000 last year — a total which placed the market 2nd in California, 13th in the entire nation.* Two metropolitan newspapers — **The San Diego Union** and **Evening Tribune** — help to accelerate sales. Combined daily circulation exceeds 200,000 (228,437 ABC 9 30 60). Family readership (evening-and-Sunday combination) is 83%, according to Facts Consolidated.

*1961 Sales Management Survey of Buying Power

COPLEY NEWSPAPERS: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service. REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"The Ring of Truth" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

C&W Names Three

Cunningham & Walsh, New York, has named Gordon MacLaren an account executive on Braniff International Airways and Dave Loye an account executive in the pr department. Mr. MacLaren, formerly with Grey Advertising Agency, was with C&W from 1948 to 1956. Mr. Loye formerly was with Carl Byoir & Associates. Earl T. Rowan, a member of C&W's radio-tv department, has been promoted to business manager of the department, replacing Edward F. Moore, who resigned to go into business for himself.

Conn. Bank Names Kupper

Connecticut Bank & Trust Co. has named Arnold Kupper Advertising, Hartford, to handle advertising for its 31 offices throughout the state. Wilson, Haight & Welch, Hartford, is the previous agency of record.

Court to Rule on Evidence in 'RD' Tax Case in Canada

MONTREAL, June 6—Canada's supreme court, on May 31, reserved judgment in a plea by the Crown against a Quebec appeal court decision on the admissibility of certain evidence in the government's $1,000,000 tax case against Reader's Digest Assn. (Canada) Ltd.

The case concerns a 20% excise tax that the former Liberal government imposed, effective Jan. 1, 1957, on the gross advertising revenues of Canadian editions of foreign magazines. The tax was repealed 18 months later by the present Conservative government.

Reader's Digest refused to pay the tax and was taken to court. It contended the tax was unconstitutional and discriminatory. In an effort to support these arguments in trial court, *Reader's Digest* sought to introduce as evidence the speech in Parliament by Liberal Finance Minister Walter Harris, who explained the extent of the tax. The Crown objected to this and other evidence of a similar nature being admitted. This stand was upheld by Chief Justice W. B. Scott of the Quebec superior court, but *Reader's Digest* appealed to the Quebec court of queen's bench and won a ruling dismissing the Crown's objections to the evidence being introduced. It was against this latter ruling that the federal government appealed to the supreme court.

■ If the supreme court rules against the Crown's appeal, the case will revert to the Quebec superior court for argument on whether the tax is unconstitutional and discriminatory. The Crown's action to collect the tax also is pending in the exchequer court of Canada. ■

ENFIN—*"At last, Kotex is in France" heralds this color page note running in French magazines with a special introductory offer: two boxes for the price of one. Kotex is being made in France by Sopalin. Elringer S.A. is the agency.*

McNeely to Coleman-Parr

John F. McNeely, previously vp of Marketing Associates, San Francisco, and a marketing consultant, has joined Coleman-Parr, Beverly Hills, Cal., as account executive. He will service the agency's consumer account group.

TDI Gets Airport Franchise

Transportation Displays Inc., New York, has been awarded the exclusive franchise for Friendship International Airport, Baltimore.

Money *moves* in Cleveland

Here is the large market with a high income ($8,035 per family) based on a staunch and well diversified industry. This is the market that produces retail sales *larger* than those of any one of 38 entire states. It's an easy market to reach and sell for the Plain Dealer is a direct line to the families who spend for *everything*.

4,373,596,000 RETAIL SALES
larger than any one of 38 entire states

— METROPOLITAN CLEVELAND
— ADJACENT COUNTIES

only The PLAIN DEALER
sells the ENTIRE Cleveland Market
6TH IN AMERICA IN TOTAL ADVERTISING

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort Travel Representative: The Kennedy Co., 420 Lexington Ave., N.Y. • 9801 Collins Ave., Miami Beach 54, Fla.

Juvenile Decency

The New York Mirror Youth Program, started in 1941, has been called:

"The greatest single force for good citizenship among the young people of New York."

Last year 119,388 boys and girls participated in 32 cultural and athletic activities of this Youth Program, watched by 1,279,042 spectators.

It's one solid reason for the loyalty and responsiveness of Mirror families — the cream of the mass market.

Make The Mirror a MUST!

Y&R, B&B Take Bearings in Light of Longer Breaks

Y&R Sets June 14 Meeting with TV Reps; B&B Doubts Economics of New 40s

NEW YORK, June 9—The longer station breaks, which stations demanded as a counter balance to the networks' invasion of the minute selling field, may not be a boost to spot television at all.

Some agency sources feel that the economics of the business may drive advertising dollars from the crowded between-program breaks into the relative isolation of hour network participation shows. Here, at least, a minute of advertising is more or less by itself, while between-program spots are jammed in among closing show commercials, credits, program promotions, minor sponsor commercials, other spots and opening and closing billboards.

■ Agency concern over the future course of spot television was pointed up by two Madison Ave. developments this week. After CBS made official the obvious its decision to follow the ABC lead in allowing affiliates 40-second primetime breaks starting in the fall—Young & Rubicam invited station representatives to a June 14 meeting to discuss the problems involved in adjusting to the new spot patterns. The question of scheduling and rates will be emphasized. Y&R's aim: To be ready to move in an orderly fashion when fall buying starts in mid-August.

At press time, NBC was meeting with its affiliates board to decide the pattern for longer NBC breaks in the fall. NBC affiliates expect to get 40s, like their ABC and CBS counterparts, as well as three 70-second nighttime breaks weekly—with each 70-second pause to come at 8:30 p.m., New York time, at the end of a network participation show.

■ Benton & Bowles' concern over the new 40s is mirrored in an intra-company memo. This agency foresees the need for an entirely new, still-to-be-determined approach to the spot business.

The B&B memo argues that economically the longer spots unless used for a combination of 20s—may be of dubious value. The agency notes it had tested a schedule of 30s in the past and found them, priced at the equivalent of a 20 plus a 10 or better, to be an unsound buy.

As for the 10-second IDs, B&B suggests that they may become "severely curtailed" in a spot tv era dominated by longer breaks. While station managers have promised to protect the ID users, there is no question that they will lose maneuverability and that the strong, high-rating positions will probably go to 20-20 combinations, the agency is convinced.

■ The B&B memo also debates the desirability of a new spot length—40 seconds. As an isolated position with a greater rating potential, it would seem to be desirable for some clients. The big if is costs; the media men estimate that 40s would come in at a disadvantageous cost per 1,000 of approximately $4.

Comparable cost per 1,000 for other spot lengths were put at $1.15 for 10s; $2.25 for 20s; $3.40 for 30s; and $2.25 for 60s.

Carrying the arithmetic a bit further, the agency figures that a 40-second spot in the top 100 markets would cost an advertiser about $40,000—assuming that stations price it at about 10 per cent less than a combination of two 20s, which is less than the 20 plus 20 rate most stations expect to charge. But the same advertiser can buy a network minute covering 150 markets for $30,000 to $35,000. Obviously, the agency would recommend the use of the network length for such an advertiser, B&B noted.

■ The tone of the memo leaves a great many doubts as to Benton & Bowles' faith in the future efficiency of between-show tv advertising.

The Young & Rubicam meeting is planned to get the answers to a great many questions agency buyers need to know before they can start making fall schedules. This agency, too, has in mind the re-evaluation of break periods as well as specific pricing and scheduling details. #

AA Civic Note . . .

Firemen to Finish What McCann Began

THORNWOOD, N. Y., June 9—Readers of ADVERTISING AGE who have been worried about the New York Central commuters from Thornwood, where half the station was painted to act as a backdrop for a Buick ad (AA, March 27) but the remainder was left in its shabby state, may be relieved to know that the whole station is slated to be painted.

The Thornwood Volunteer Fire Department—some 60 men—plans to do the job Sunday, June 11, weather permitting—partially out of gratitude to the community for having voted a new fire house.

U. S. Hasn't Sold Itself to World, Johnson Charges

WASHINGTON, June 7—Vice-President Lyndon Johnson told the Advertising Council today that the U. S. has not been able to project its image to the world.

He told about 200 top corporation, agency and media executives attending the council's 17th annual Washington meeting that communists have even been able to convince people that humanitarian projects like Point Four are instruments of imperialism.

"A nation that knows how to popularize commodities ranging all the way from corn flakes to luxury automobiles certainly should be able to tell the rest of the world the simple truth about what it is doing and why it is doing it," he lamented.

■ The agenda for the two-day meeting included several reports by officials involved in the Cold War. During a panel discussion on the work of the U. S. Information Agency, the agency's new chief, Edward R. Murrow, pointed out that the total USIA budget is less than the cost of a single Polaris submarine.

Under Secretary of State Chester Bowles, who was among the other cabinet and sub-cabinet officials on the program, said he was "glad to see old friends who I haven't seen for a long time." Without further reference to his past contacts with the advertising profession, he proceeded to provide an outline of favorable and unfavorable factors in the Cold War. #

Last Minute News Flashes

Y&R Recalls Lasher for Hunt Foods

LOS ANGELES, June 9—Young & Rubicam has recalled Charles E. Lasher from a two-year retirement to act as "a special consultant" on the agency's Hunt Foods account. Although the agency described Mr. Lasher's return as "temporary and parttime," it was learned that he is working virtually fulltime as supervisor on Hunt Foods. He retired from Y&R in 1959 after working on Hunt for several years.

Code Board Frowns on Wesson Ad; Doesn't Ban It

NEW YORK, June 9—After four months of deliberating, the National Assn. of Broadcasters tv code office has decided that the Wesson Oil-Crisco comparison tv spot to which Compton Advertising and P&G objected (AA, Feb. 6) tends toward unfair disparagement by singling out a specific competitor. The code ruling does not negate the acceptance of these spots by code subscribers, but it puts the copy in the borderline classification and gives stations a chance to exert a little pressure on Wesson Oil if they wish. Code officials may ask Wesson and Fitzgerald Advertising Agency to revise the commercials to show a composite, rather than a specific, comparison.

Join Film Men in Putting Case to FTC, ANA Urged

RYE, N.Y., June 9—A recommendation that three major associations—representing agencies, advertisers, and film producers—join hands to present a unified case for tv advertising practices to the Federal Trade Commission was voiced here today. Robert Bergmann, president of Filmex Inc. and board member of the Film Producers Assn. of New York, suggested that a committee be set up by the Assn. of National Advertisers, American Assn. of Advertising Agencies, and FPA. He spoke before an ANA workshop. *(for other news of the workshop, see story on Page 12).*

$1,000,000 Push for Century 21; Other Late News

• **Century 21,** the Seattle world's fair, will be backed by about $1,000,000 in advertising and promotion during the next 16 months. The fair runs next year, from April 21 to Oct. 21. Major promotion, expected to total $600,000, will be with state funds handled by the Washington department of commerce and economic development. How. J. Ryan & Son, Seattle, is the agency. A second promotion, an enlarged tourist campaign handled by the same state department, will spend $300,000, also via Ryan. A third promotion will be by Century 21 Corp., mainly to back local events after the fair opens. Kraft, Smith & Ehrig will handle this part.

• **Zodys Discount Stores,** Los Angeles, in advance of a major expansion program extending throughout California, has switched its ad account to Beckman, Koblitz from Magna Advertising. The chain bills approximately $500,000, about half of it in commissionable media.

• **Technicolor Inc.,** Los Angeles, is about to break a magazine and television campaign in two test markets for its new home movie projector, Instant Movies. Kenyon & Eckhardt is the agency.

• **The New Yorker,** now with Chirurg & Cairns, has talked with eight other agencies about its account. A decision to retain Chirurg or move elsewhere probably will be made in six weeks.

• **Listerine antiseptic** is offering consumers a home fire extinguisher for $1 and a Listerine wrapper, in a promotion running through the summer. Pages are scheduled for *Ebony, Good Housekeeping, Life, Look* and 122 Sunday supplements, in addition to the regular Listerine television lineup for the Warner-Lambert Pharmaceutical Co. products. Lambert & Feasley, New York, is the agency.

• **Richard Jarlath Martell,** formerly a vp of Grey Advertising, New York, has joined Dancer-Fitzgerald-Sample, New York, as vp and account supervisor.

• **Thomas J. Lipton Inc.,** Hoboken, N. J., is introducing two new low-calorie Wish-Bone salad dressings this month. The Italian and French dressings will be advertised with full color pages in six service magazines and three fashion magazines with the theme, "Flavor so delicious, only your figure will know they're low calorie." Edward H. Weiss & Co., Chicago, is the Wish-Bone agency.

• **Bristol-Myers Co.,** New York (Doherty, Clifford, Steers & Shenfield), will promote Mum deodorant in an eight-week spot radio push in about 30 southern markets, starting July 3. Between 12 and 20 recorded minutes will be run weekly in each market.

• **B. F. Goodrich Co.,** Akron, has named Henry P. Stockbridge, formerly a Young & Rubicam vp, to the new post of director of new product planning and Robert G. Bosart, formerly advertising and sales promotion manager of Arvin Industries, manager of retail advertising of B. F. Goodrich Tire Co. Arvin said it will determine whether or not a new ad manager will be named after a reorganization of its consumer division is completed.

• **NBC-TV's** station break expansion for fall will follow the pattern set by ABC and CBS. There will be 40-second breaks within prime time. The network and affiliates board have agreed to scuttle an earlier plan to allow a few 70-second spots at the end of participation shows. *(See story in adjoining column).*

• **Colgate-Palmolive Co.** has been testing Baggies, a snap-off clear plastic bag on a roller, for several months in Rockford, Ill., with tv spots. Street & Finney, New York, is the agency. One copy theme is, "a clear plastic bag on a handy tear-off roll."

• **Alan Sidnam,** exec vp of Benton & Bowles, New York, will leave the agency business some time next fall. His plans will be announced later.

• **Lever Bros.,** New York (Ogilvy, Benson & Mather), is expanding Vim, low-sudsing detergent tablet, into several test markets, including Seattle, with spot tv schedules, during the next few weeks, in competition with Procter & Gamble's Salvo, also opening up in new areas. Among the markets in which Vim already is being tested are Tulsa, Oklahoma City, San Diego and Fort Wayne.

• **31 major Southern California** advertisers have cooperatively scheduled a 34-page advertising section in *Fortune*, billed as the largest in the magazine's history. The section utilizes an editorial format and includes b&w color units ranging up to page size. Cost is about $175,000.

Type away Your ERRORS
89¢
CORRECTS TYPED ERRORS WITHOUT ERASING
"TAPERASER" COVERS TYPEWRITING MISTAKES LIKE MAGIC. "TAPERASER" SEALS THE ERROR AND RESTORES PAPER LIKE NEW, READY TO RETYPE CORRECT LETTER. usage. "Taperaser" is a new, fast, clean method
DIXON
Taperaser

ERROR TERROR *Dixon Crucible Co., Jersey City, maker of Ticonderoga pencils and other writing instruments, has introduced Taperaser, which masks typing errors and permits the correction to be made.*

Dixon Crucible's Taperaser Bows

JERSEY CITY, June 7—Joseph Dixon Crucible Co. has introduced Taperaser, a paper-like substance to correct typewriter errors without erasing. Taperaser is rolled and packaged like cellophane tape, with its underside coated with a white clay and talc mixture.

Re-striking the error through the tape erases the error. A container sufficient to correct 3,000-4,000 errors, according to the company, retails at 89¢.

Business paper and consumer advertising is scheduled, with the theme, "Perfect letters are a breeze with Taperaser." Hicks & Greist, New York, is the agency. #

Popai Develops 'Slide Rule' for Cost per 1,000

PHILADELPHIA, June 6—The Point-of-Purchase Advertising Institute has unveiled to the Poor Richard Club a new "slide rule" which will enable an advertiser to determine costs per 1,000 exposures on display materials.

The new slide rule, which is being distributed to Popai members for redistribution to customers, utilizes the number of displays, a coefficient determined previously for the type of outlet, cost per display and the total number of exposures, to arrive at the cost per 1,000 exposures.

William W. Mee, executive director of Popai, said the rule was designed by Jarvis Doctorow, director of marketing for the institute. Mr. Doctorow told ADVERTISING AGE that Popai will be releasing details on it in the near future.

Both men first disclosed results of detailed studies, from which they were able to pinpoint average exposures of displays, thus arriving at the coefficient.

■ Mr. Mee said that the new slide rule will afford advertisers a simple method for determining why point of purchase is the lowest cost advertising available. He said that there is a switch in advertising policy from quantity to quality, with a trend toward directing messages to special audiences.

He added that in a 12-day test of 6,500 displays in three drug chains, Popai figured cost per 1,000 displays at 48¢ with about 7,000,000 exposures during that period.

Reggie Beauchamp, of the *Philadelphia Bulletin*, newly elected president, presented Mr. Mee and Mr. Doctorow with the club's achievement award. #

Elgin Choice of McCann Startles Contending Shops

(Continued from Page 1)

the watch company. This was never done, they said.

■ One top agency executive here maintained that McCann-Marschalk was not one of the ten original agencies which were invited to make written long range and short range marketing and advertising proposals to Elgin. Although Elgin refused to name any agencies in contention, AA learned that Batten, Barton, Durstine & Osborn; Foote, Cone & Belding; Keyes, Madden & Jones; Needham, Louis & Brorby; Tatham-Laird; JWT; Edward H. Weiss & Co.; Grey Advertising (see Last Minute News Flash on Page 1) were among the agencies invited to solicit Elgin. JWT had handled Elgin for the past five years.

The quickness of the decision also angered the agencies. Elgin officials last Friday told AA that "finalists" had not been chosen, and added that the company was running behind schedule in its effort to either retain JWT or hire a new shop.

One agency executive charged that the selection of McCann-Marschalk was "an arbitrary decision made in New York" (Elgin board chairman Henry Margolis lives and works in New York). Another maintained that the decision was made by Robert O. Fickes, who just joined Elgin as president in April, and not by a marketing committee headed by William E. Koch, vp of marketing, as had been the original plan.

■ One source told AA that Elgin scrapped its original plan for screening agencies and decided to make a faster selection of an agency in order to announce it this week at an Elgin national sales meeting being held in Highland Park, Ill.

Elgin felt that it had no time to indoctrinate an agency and picked McCann-Marschalk because the agency seemed best prepared to start work on the account immediately. "The agency which got the business had to land running, which is a brutal way to start out on a new account," the source said.

■ At Elgin, Mr. Fickes told AA that he knew of no original plan to pick a Chicago-based agency or an agency with a Chicago office. "This was not a determining factor," he said. "We talked to several agencies which do not have Chicago offices."

Mr. Fickes said that he had a hand in the selection of McCann-Marschalk, although he credited Mr. Koch with making the final ruling. He said that the company speeded up its selection of an agency and added that "it should have been made faster than it was. We have a fall program coming up and we must get going on it."

The Elgin president, who formerly was general manager of General Electric's automatic blanket and fan department, said McCann-Marschalk was picked because it was the "best qualified." He said the agency had excellent personnel and experience on accounts in the consumer durable goods field.

■ As for McCann-Marschalk being one of the ten original agencies, Mr. Fickes commented that the agency "was on the first list I saw, which contained the names of about 12 agencies." Elgin will be handled out of New York, he added. Four agencies were selected as "finalists," he said, but declined to name them. He also declined to say why Elgin changed agencies.

Mr. Fickes said that "the agency change is part of an over-all expansion program being undertaken by Elgin." Elgin recently acquired Bradley Time Corp. and Weldy Corp.—both clock manufacturers. Elgin soon will begin marketing a clock line of its own.

■ Nearly all of Elgin's top management, including its president and Sy Moorman, vp in charge of the watch division, have resigned over the last nine months. Mr. Margolis, New York business man, took over as board chairman of the company about three years ago following a successful proxy fight against the old management.

■ Behind the flurry of account switches—virtually every major watch account has changed hands since 1958—is an industry that is decidedly in the doldrums.

The U.S. market for watches has changed radically in the postwar period—and few companies have escaped without scars. For many, it has meant red ink. Defense business has helped many companies take up the slack. For virtually all of the marketers, it has meant sharply reduced advertising budgets—hence the footballing from one agency to another.

Bulova Watch Co., now at Sullivan, Stauffer, Colwell & Bayles, has a $5,000,000 budget. But it spent $7,000,000 in its heyday. Gruen Watch used to be a respectable $1,000,000 account on Madison Ave. In 1960, Gruen didn't spend a penny in national magazines, newspaper supplements or network television, according to records of Publishers Information Bureau.

■ The recent first quarter report of Benrus Watch Co. speaks volumes. Julian Lazrus, president, told stockholders that the company was in the red for the three months ended April 30. He pointed out that Benrus has frequently lost money during first quarters but he admitted that 1961 was "a little poorer than usual."

Mr. Lazrus also noted that Benrus now does 25% of its business outside the watch field and derives "a greater proportion of profits" from this outside area. In its fiscal year ended last Jan. 31, Benrus was able to net only $423,000 on sales of $23,408,000.

■ The plight of the industry is well outlined in the reports done for the Watchmakers of Switzerland by its U.S. market consultant, Daniel Yankelovich.

Mr. Yankelovich has pointed out that while watch sales in the U.S. have expanded by one-third since 1950, this has largely been an advance in unit rather than dollar volume. In short, the lower-priced pin-lever watches have taken a commanding position in the market.

Consider these figures, developed by Mr. Yankelovich: In 1950, some 18,500,000 watches were sold in the U.S., of which 9,990,000 were jeweled-lever timepieces; in 1959 (and the 1960 figures are believed to be about at the same level), there were 24,750,000 watches sold in the U.S., of which 8,642,000 were jeweled-lever timepieces; sales of pin-lever watches nearly doubled, moving from 8,500,000 in 1950 to 16,000,000 in 1959.

■ Mr. Yankelovich's analysis, in terms of price trends, shows the following:

Prior to 1957, watches priced $30 and under accounted for about 15% of the total market; watches priced $75 and over accounted for no less than 31% of the market.

Today, about 50% of recently acquired watches are in the $30-and-under price category; watches priced $75 and over account for only 18% of the market.

GOOD EATIN'—*Ocean Spray Cranberries Inc., Hanson, Mass., will cash in on the popularity of chicken during the barbecue and outdoor eating season with full-color ads like this in June issues of Better Homes & Gardens, Ladies' Home Journal and McCall's and the July American Home and Good Housekeeping. Batten, Barton, Durstine & Osborn is the agency.*

The company generally credited with spreadeagling the field in this manner is U.S. Time Corp., marketer of the Timex. The Timex is by far the top seller in the low-price market and the jeweled-lever sellers blame U.S. Time's emphasis on price-selling for the erosion of sales in the upper end of the market.

According to these plaints, the American consumer has been so bombarded with claims for a low-priced watch that he no longer feels any desire for an expensive timepiece.

■ U.S. Time Corp. also helped to revolutionize the distribution of watches. It initially sought outlets outside the jewelry trade. There are some 25,000 jewelers in the country, but U.S. Time built its distribution in some 20,000 other outlets—everything from drugstores to newsstands. Once it had this base and it had built up a consumer demand, it had little difficulty moving into jewelry stores as well.

Other pin-lever makes have also moved outside the traditional retail channels. Perhaps the best-selling pin-lever next to Timex is the Sheffield brand, which built its sales through department stores. Sheffield uses a Swiss-made pin-lever movement.

■ It is Mr. Yankelovich's opinion—and he has so informed the Swiss—that economic trends are now working in favor of the so-called "quality watches." He points out that in the 1950-60 decade, "the American population in the 20-40-year-old category, which is the prime market for quality watches, actually declined, while the population of young people 10-20 years old—the prime American pin-lever market—increased by 40%."

"In the decade of 1960-70, however, the biggest population growth will come in the 20-40-year-old age group, which will increase by nearly 40%."

Mr. Yankelovich warns, however, that this is primarily a marketing problem for the Swiss makers of jeweled-lever watches. Consumer confidence in the quality watch priced $30 and over has been sapped during the last decade, and it will take a considerable educational advertising drive to restore this faith. #

Miner Named Eastern A.M.

Weldon Miner, formerly advertising representative for *Flower Grower* and *Lawn & Garden Dealer Guide*, New York, has been named eastern advertising manager of both publications, a new position.

Palazzo Leaves Bendel

Peter R. Palazzo, director of advertising and art of Henri Bendel Co., New York department store, has resigned, effective July 1. No successor has been named.

Delta Expands as National Advertiser With Southern Route

(Continued from Page 3)

of local-service joint campaigns in newspapers throughout the Delta system through cooperation with Southern Airways, Trans-Texas Airways, leading Las Vegas hotels, and Hertz Corp.

In addition to its "heavy artillery" announcement ads, in sizes ranging up to 2,100 lines, Delta is using novelty one-column ads, in full-page depth, to stress the community of interest between the West Coast and the Southeast, and their immense potential for new markets, new vacation areas, military and defense travel.

Outdoor advertising of the new routes includes a Los Angeles program of permanent and rotating painted bulletins, plus a 100-showing of 24-sheet posters concentrated in May and June. Other pre-inaugural poster showings are being used in San Diego, Dallas, New Orleans, Atlanta, Jacksonville and Las Vegas.

Painted bulletins are being used in Fort Worth, and a gigantic new roof sign with Neon dominates Atlanta's southern skyline.

According to George Bounds, Delta advertising director, Fort Worth showed its enthusiasm for the new east-west routes by permitting Delta to install 50' banners across principal city streets.

■ Among broadcast media, heaviest effort is being bulked in Los Angeles, where six radio stations provide saturation coverage, supported by frequent television spots. Other major route cities also are receiving special radio and tv support, while feeder cities of the Southeast are getting a special radio campaign.

Supporting the media push is a mass mailing of a four-color brochure to 100,000 selected names on special lists, including key business executives in the aircraft, missile, rocket, electronics and petroleum fields. #

HERBERT C. LUND

GLEN ELLYN, ILL., June 6—Herbert C. Lund, 56, vp of Erwin Wasey, Ruthrauff & Ryan, Chicago, died May 27 after a heart attack. Mr. Lund had been with the agency for 17 years. He started his career with Sears, Roebuck & Co. as an operating assistant in 1932. He was associated with Knox Reeves Advertising, Minneapolis, for nine years before joining the old Ruthrauff & Ryan in 1944. A specialist in food merchandising and advertising, who had worked on a number of accounts at Erwin Wasey, Ruthrauff & Ryan, Mr. Lund was account executive on the A. E. Staley Mfg. Co. account at the time of his death. #

SEC Cites Ad Decline in Stopping Hazel Bishop Stock Offer

WASHINGTON, June 8—The Securities & Exchange Commission today suspended a proposed registration of Hazel Bishop stock, and issued a warning that the "potentialities for violations of the law, witting or unwitting" would be "grave" if the selling stockholders were permitted to go ahead with plans which have been submitted to the commission.

SEC said the stop order was necessary because registration statements filed by Hazel Bishop in June, 1960, and amended in October, 1960, and March and April, 1961, contained false and misleading information. The commission said its staff is re-examining the registration to determine if the misleading statements have been corrected, but that in any event the potentialities of a law violation under the proposed marketing plan would be "grave" (AA, July 11, et seq.).

■ The commission found that Hazel Bishop showed a $102,258 profit for the year ending Oct. 31, 1959, only because claims totaling $1,110,619 for spot tv advertising were eliminated through transfer of 150,000 shares of stock by Raymond Spector to Television Industries Inc. SEC said proper bookkeeping, allowing for the value of the stock, would have resulted in a net loss of $354,538 for the year.

Another deficiency, SEC said, was that the statement emphasized that the company had spent $30,000,000 in tv during the preceding ten years. "There was inadequate disclosure that since 1957 there had been a decided downward trend in expenditures in advertising and that planned advertising expenses were at a further reduced level," SEC said.

■ SEC also objected to the statement that stock prices have ranged from a $10 high to a $3.50 low. It said reference to the $10 high failed to disclose that the stock reached that level following a statement by a newspaper columnist that the company would introduce a new product which would increase its profits. SEC noted the stock subsequently declined.

SEC said Hazel Bishop previously violated "private offering" rules, with 562,500 shares nominally issued to 31 persons. Actually, SEC said, many others had a beneficial interest in the stock and "a wide group of uninformed persons were sold a variety of interests in unregistered stock."

The sales plan involves 1,274,823 shares, which are to be sold by 112 present holders. #

Business Paper Publishers Want One Association: Survey

More than 77% of business paper publishers responding to questionnaires sent out by Mail Directions, 927 15th St., N.W., Washington 5, said they are in favor of a single business publication association. Results of the survey were published June 9. Some 425 questionnaires were sent out and 144 replies were received. Of these, 29% were ABP members (56% of them were in favor of the single group), 31% were NBP members (91% in favor of single group) and 41% belonged to neither association (82% in favor of single association).

Lawrence Names Littlefield

Hal Lawrence Inc., Palo Alto, Cal., has appointed Glen Littlefield designer-art director, a new post. Prior to joining Lawrence, Mr. Littlefield was with a Chicago graphic design studio and Capper Publications, Topeka.

Pageant is now taking advertising!
PAGEANT
JUNE 1961
PAGEANT'S GUIDE TO THE ART OF GIRL-WATCHING
NEW WAYS TO BEAT THE JITTERS
—and make nervous tension work for you
What men and women really feel about each other
THE SECRETS ONLY A PSYCHIATRIST HEARS
the lively compact magazine

DOROTHY PROVINE, OF WARNER BROS. TV, "THE ROARING 20'S"—PHOTO FROM MAY, 1961, ISSUE

Guaranteed circulation: 500,000—98.4% newsstand sales. Men readers: 50.6%; women readers: 49.4%. Average Pageant family income: $9,254. October issue closes June 20. Published by Macfadden Publications, Inc. For details, call your Macfadden Representative.

Merrill Lynch Anti-Speculation Ads Stepped Up

(Continued from Page 3)

ing, not all branch office cities are on the list, "because of budget problems."

■ The words of warning also are not new. "We have been saying things like this for the past 15 years," John W. Adams Jr., vp of Albert Frank-Guenther Law and account supervisor on the Merrill Lynch business, said today.

Old or new, however, the warning ads are being stepped up. "We are running these cautionary messages more frequently than before," he added.

He recalled at least three cautionary ads in the past three months. Headlines were: "All prices subject to change"; "A matter of some concern"; and "Wall Street one way."

"A matter of some concern" was a reprint of an ad originally published in April, 1959. Copy said in part: "We are concerned about the number of people who have been buying stocks in recent months for what we believe are the wrong reasons—wrong, at least, for them. These are the people, mainly unsophisticated about securities and often victimized by the tips and rumors that flood the market today, who have been buying stocks in the hope of making a big, quick profit. In a word, these people are speculating imprudently."

■ Merrill Lynch's cautionary ads, Mr. Adams said, have followed a pattern: "We've run them whenever the market's boiling, and whenever we feel people are too interested in unwise speculation.

"Back of our advertising is the reasoning that we just don't want anybody coming into the market for a quick dollar, if that is the only reason he has for coming in.

"If it's just for the fast dollar, we don't like that. It's wrong." Merrill Lynch, he said, is selling long-range investment.

■ Outside the New York Stock Exchange itself, Merrill Lynch is the biggest investor in anti-speculation advertising. Altogether, 60% of its $2,000,000-plus budget goes into newspapers, and of this, about 25% goes into the cautionary ads. That boils down to an annual $300,000 in newspaper ads devoted purely to warning investors.

In addition, as much as 25% of its $800,000 magazine budget goes into similar ads in magazines. Merrill Lynch uses financial publications such as *Forbes*, *Barron's* and the *Wall Street Journal*, plus a list of magazines—*Atlantic Monthly*, *Harper's*, *Holiday*, *Newsweek*, *Saturday Review*, *The New Yorker*, *Time*, *U. S. News & World Report*, and the *New York Times Magazine*.

This year's $2,000,000-plus budget represents a doubling of the Merrill Lynch 1959 outlay. In 1960, the brokerage jumped from a $1,000,000 appropriation to $1,800,000. In addition, its educational efforts last year (including four movies and an investment information center in Grand Central Station here, since vacated) called for an investment of $1,000,000.

■ Merrill Lynch has not been happy about the way some brokers advertise their services. Particularly suspect are ads urging investors to indulge their speculative interests. Typical examples of the kind of ads Merrill Lynch would never run have been along the lines of "Fifteen electronic stocks we like," and so on.

"I don't think the brokers' fraternity as a whole approves of the fever of the public in speculating imprudently," Mr. Adams said. Right now, he said, the two hot ones are electronics and chemical stocks. "You just put electronics in the headline, and boom!"

Merrill Lynch alone handled 12.7% of the round lot volume on the exchange last year, and in addition, 20.2% of the odd-lot volume.

■ The New York Stock Exchange said its main concern is with the unwary buying of over-the-counter stocks by people who do not even know what the company produces. "It's the new issues, the $5 stuff, that we are warning against," it said.

While the exchange said it is not running a special cautionary campaign at this time (as it did in 1959, when it spent $250,000 for this purpose), all its advertising "always, always" emphasizes the fundamentals of sound investing.

This year the exchange's total ad budget is about $1,000,000, as in past years. Last year, however, it also ran a *Reader's Digest* primer on investing, costing $490,000. This was in addition to the regular ad investment. Compton Advertising handles the exchange's advertising.

Don't you believe it. Wall Street isn't a one way street. It never was. It never will be.

Stock prices may move up.

But stock prices can move down too.

And that's worth remembering any time stock prices are making headlines—or new highs.

True, we've always believed in the long range future of American business and the long range future of American investment.

As a matter of fact, since the turn of the century, leading averages of common stock prices have shown an average increase of 3% a year.

But that still doesn't mean you can buy stocks blind—or speculate indiscriminately in hopes of overnight profits.

Which stocks you buy will always make a big difference; which stocks you *should* buy in your particular circumstances will always vary widely.

If you would like to know what we would suggest in your situation, may we invite you to stop in and discuss that problem with one of our Account Executives. And if that's not convenient, please feel free to phone or write us.

Merrill Lynch, Pierce, Fenner & Smith Inc.

Members New York Stock Exchange and other principal Stock and Commodity Exchanges

70 PINE STREET, NEW YORK 5, N. Y.

142 offices in U.S., Canada and abroad

ONE WAY—*What goes up can also come down is the burden of this ad being used by Merrill Lynch, Pierce, Fenner & Smith in its campaign against unwise speculating.*

FOUR ROSES TESTS LUNCH QUOTATIONS

CHICAGO, June 6—Noontime New York Stock Exchange prices, plus late news flashes from the Dow-Jones News Service, New York, are contained in a "Mid-Day Loop Market Gram," now being distributed in Chicago restaurants at noon by Four Roses Distillers Co., New York.

In a test effort to promote Antique bourbon and Four Roses whisky, Four Roses first introduced the Market Gram in ten local restaurants, and within two weeks the number has been increased to 35.

Jay Lewis, Four Roses' Chicago district manager, said if the trial run in Chicago proves successful, Market Grams may be distributed in other cities. Mr. Lewis also said that two Chicago radio stations have expressed interest in tying in with the program. ≠

Bernstein Names Two

Pat Halloran, formerly of Lynn Baker Inc., New York, has been named copy chief of Bo Bernstein & Co., Providence. The agency has also named Nancy Brown, formerly executive secretary to the president, to the new post of media director.

Manchester Names Lavenson

Manchester Hosiery Mills, Manchester, N. H., has named Lavenson Bureau of Advertising, Philadelphia, to handle its account. There was no previous agency.

Babe+Woods+Shoe=Formula for Pablum Ad

BACKGROUND FOR FANTASY—*Here's the story behind an advertising illustration. To get the picture used in Mead Johnson's Edward Dalton division's Pablum and Bib juice advertising in June, Kenyon & Eckhardt men and photographers Steve Horn and Norm Griner went to Florida in March to shoot the pictures. The advertisement appears on right as it will in June issues of Ladies' Home Journal, Parents' Magazine and Redbook; the July issue of Modern Romances; and the September issue of True Story. These pictures were taken in Greynolds Park, north of Miami Beach. With the shoe on the tailgate of a station wagon (upper left), K&E account executive Denning Harvey talks to the parents of model Wickie Mockus, while Norm Griner looks on and Steve Horn makes notes. Steve Horn carries a prop toadstool across a green at Viscaya (left), and nobody pays any attention to him (this is Miami, remember). Harvey and Horn jockey the shoe into position (above) while Griner looks on. These photos are due to the sharp eye and trusty Asahi Pentax of Clyde Baird, K&E art director, who took them.*

with her good eating habits she grew and she grew

and good eating habits start with a variety of taste experiences plus sound nutrition. These form the foundation for your baby's growth and development. Pablum cereals (in five distinct varieties) and Bib juices (in nine delicious flavors) are formulated to provide nourishment for energy and growth. It's an important day when your physician specifies 'grown up' foods like cereals and juices. And remember, he is the best source of advice about your baby's nutritional needs.

All Pablum brand cereals offer high quality body building protein, B-vitamins and iron. Only Bib juices contain Acerola juice, the world's richest natural source of Vitamin C.

National advertising–with local prices

When a salesman shows a dealer scheduled advertising featuring local prices, the ads make a hit, get larger orders!

And local prices are a big selling point with local customers—are doubly effective when displayed with a fine quality reproduction of the product.

Now advertisers can enjoy both advantages in SUCCESSFUL FARMING'S 12 State & Regional Editions!

These editions offer infinite flexibility. The advertiser can match map and market, combine coverage in any way which best meets his individual requirements, custom fit promotion to his sales program. States need not be contiguous.

Used separately or in combination with the SUCCESSFUL FARMING National Edition, they put more push and power where wanted, give dealers extra support, serve for seasonal selling, copy and coupon testing, new product or model introduction, new offer tryouts. All editions have SUCCESSFUL FARMING'S editorial excellence, fine reproduction and long life. And use of more than one edition earns cumulative rates.

SUCCESSFUL FARMING is read by big businessmen in the nation's most important industry, agriculture. Its audience has big farms averaging more than 300 acres, 50% larger than in 1945. They are the country's major producers of hogs, cattle, milk and poultry. In the past decade SF farm families have received an estimated annual average cash farm income about 70% above the national farm average.

SUCCESSFUL FARMING delivers prestige and influence, merited by fifty-nine years of service, helping readers earn more money and live better. Advertising enjoys unusual confidence and respect, gets extra attention and response.

IF you want your advertising to make more sales, use SUCCESSFUL FARMING'S new selling tools! For full data on State & Regional Editions, ask any SF office.

Successful Farming

. . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 — 50,026

HELP WANTED

Copywriter

For our growing, medium size, southwestern New York State agency. Several years of agency copy-contact experience handling industrial accounts absolutely necessary. You must be a self starter, a man that can develop and write ads, catalogs, direct mail, publicity in a positive, clear, sales minded style. If you are interested in working in a stimulating atmosphere with young and aggressive creative talent, send us a resume, realistic salary requirements, a small snapshot and a few examples of your work.

Box 4884, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity editors
adv. managers copywriters
artists media production sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ADVERTISING AND SALES PROMOTION

Indiana manufacturer needs young copywriter to prepare rough layout and copy for circulars, sales letters, brochures, other direct mail literature. Write and tell us all about yourself, salary expected.

Box 4957, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCTION MANAGER

Major 4 A's Agency located in N.Y.C. has opening for top Print Production Manager. Heavy experience in color reproduction required.

TOP SALARY

Send complete resume to:

Box 4958, ADVERTISING AGE
630 Third Ave., New York 17, New York

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE
Publishers Employment
134 E. Erie St., SU 7-2255, Chicago

CREATIVE ART DIRECTOR

Small, but booming ad agency needs layout artist experienced in all phases of art—production. Will have major responsibility in building top-notch agency in virgin Central Illinois territory. Salary plus commission. Send resume and samples.

Box 4959, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ILLUSTRATOR. Modern, versatile, fast. To visualize and produce sketches and finished renderings for high-quality products. Must have demonstrated ability to work in all media: color and B/W, with minimum direction. Willing to work as one of a team in Art Director and Writer Midwest region. Please state salary requirements. Send resume.

Box 4960, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LAYOUT ARTIST—DESIGNER

We need a pro with speed, taste and flair. Must really know type. Experienced in collateral and sales promotion as well as media advertising. Can be man or woman who can work rough but crisply.

our clients detest stiff comprehensive layouts. If you have a buddy who's a great production artist, we can use him or her too! Salary open. **Call H. Baker, Herbert Baker Advertising, MO 4-1870.**

ADVERTISING MAN

Leading Chicago manufacturer of electronic products needs a man to assist Advertising Manager, should be good promotional writer and know how to originate and buy dealer and consumer sales promotional materials. 2 to 4 years advertising experience desirable. Full range benefit program. Salary commensurate with experience. Please submit complete resume including age, education, experience, salary requirements and photo if possible.

Box 4963, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICITY—PUB RELATIONS

Chicago ad agency wants tiger (or tigress) who really wants to move. If sending out a release or two a day seems like a days work, you're wrong for our zoo. If you're our kind of person, you'll find we have everything to offer, including growth, fringe benefits and good salary. Sell us in your reply in complete confidence.

Box 4961, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ASSOCIATE EDITOR

Leading publication in merchandising field has excellent opening for young, ambitious man to fill responsible position in editorial department. Prefer married now living in or near Chicago. Send resume and salary requirements.

Box 4964, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY-CONTACT

For exciting, demanding and hard hitting clients, mainly on the "consumer" side but big users of our creative sales promotion, sales letters, direct mail and publicity. Man or woman under 40 but no beginner. Plenty of benefits, fringe and otherwise to right person. Chicago Agency. Write in confidence. Salary open.

Box 4962, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Wanted: Strong Rx drug writer able to create campaigns.

Just supply samples and show wide experience. Will be valued addition to ethical marketing group in midwest agency. Terms open. Write to

Box 4965, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN

Well established magazine representative firm, operating nationally, has opening in Chicago office for young aggressive producer. Young management on the go! Compensation based on experience and proven ability. Send resume and income requirements. We pay total cost of pension plan and health insurance. Write to

Box 4611, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCT ADVERTISING MANAGER

National multiplant food manufacturer located in St. Louis, Missouri seeks creative young man 28 to 35 with degree (marketing preferred), minimum 5 years experience consumer product advertising and promotion, to meet challenge of product line with current $3,000,000 media budget. Send resume with salary requirement to

Box 4966, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCTION ARTIST

Keyline and paste-up. No amateurs can be considered. We're busy and want the best! We'll pay well for the right man or woman. **Call H. Baker, Herbert Baker Advertising, MO 4-1870.**

Personal Secretary And Executive Assistant to President of Leading National P.R. Firm . . . Excellent Salary

Box 4967, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TOP OPPORTUNITY

for top-flight copywriter with retail advertising experience. Essential requirements include ability to handle retail campaigns for a leading men's shoe manufacturer, meticulous attention to detail, and budget-conscious stress. However, ability to write copy most important requisite. Salary commensurate with ability. Immediate opening. Act now. **Call H. F. Pfister, FREEMAN SHOE CORPORATION, Beloit, Wisconsin, EMerson 5-6665.**

FOR A CREATIVE COPY-CONTACT ADVERTISING MAN WITH AIR CONDITIONING EXPERIENCE

There is a rich opportunity in a national advertising agency. Ability to comprehend all technical aspects of air-conditioning and refrigeration. You must know how to write sound copy. You must have an eye for details and a sense of administration. The position: Copy-Contact on a major account. Write fully, background and salary requirements. Our staff knows of this ad.

Box 4831, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

PUBLIC—EMPLOYEE RELATIONS

Marketing man with 7 years solid experience in public employee and community relations, sales promotion, seeking challenging position. Age 31, married.

Box 4950, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUNG ADV. & SALES PROMOTION MAN OFFERS

13 yrs. of creative & admin. experience in food, candy, beverages, biscuits, etc. for opportunity with Eastern firm or agency. In East June 20 to July 8. Married. 89-10 M.

Box 4968, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

Retail Ad Manager Wants Out! After 8 yrs. want to get into Industry, pref. consumer products. Retail chain background can be asset to aggressive Co. Chicago or relocate. College background. 29, 3 children.

Box 4969, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Space Salesman. Over ten years experience representing industrial, trade and special interest books. Travelled extensively North Eastern U.S. Past earnings $10,000 plus. Available on short notice. **Robert Weston, 8 Ground Pine Rd., Wilton, Conn., N.Y. phone . . . MI 4-7545**

DISPLAY OR PRODUCTION MANAGER

for manufacturer or agency. 14 years dynamic point-of-purchase, exhibit, trade shows, and sales promotion graphics experience plus administrative background. Close liaison with merch., adv., promotion and sales depts. Planning, control and distribution of all programs. References. will relocate.

Box 4970, ADVERTISING AGE
630 Third Ave., New York 17, New York

I AM INTERESTED IN SPAIN.

Creative Art Director—Ten years experience in Latin America with top International agencies, would like position in Spain. British national. Highest references.

Box 4971, ADVERTISING AGE
630 Third Ave., New York 17, New York

Need good pictures day after day without that tired, flat look? Versatile, efficient publication photographer would like to work for firm needing wide variety of quality pictures. 35 mm expert in shooting action, directing poses, selecting the unusual viewpoint, executing the technical and research photograph, producing slide and motion films, and printing for publication, display or projection. For photomural and big transparency quality backed by eight years daily production experience, write

Box 4972, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV. MGR. ASS'T. PROD. MGR.

Over a dozen solid diversified years in agency, retail. Experienced assistant advertising manager also production and layout. Ready for any interesting offer in above or allied fields. N.Y.C. only.

Box 4973, ADVERTISING AGE
630 Third Ave., New York 17, New York

ARTIST

Westerner wants to come home. Any where from Rocky Mountains to Pacific Coast. Experienced illustration, layout. Art Direction. Female. Male. Age 30. Adaptable. BA. plus Art Center L.A.

Box 4974, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER-FREELANCE

Food, Fashions, Hard Lines. Top National Accounts & Agencies. Experience. Original. Dependable. Reasonable.

Box 4975, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCT. EXEC—ADV. MGR.

Young, Aggressive Acct. Exec. offers adv. & marketing know-how gained in 6 years of experience with leading midwest agency for challenging opportunity to contribute agency or client. Write for resume.

Box 4976, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

Chicago based publication reaching quarter million college students desires national sales reps.

Box 4949, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXTRA DOLLARS FOR YOU SELLING AD SPECIALTIES & EXEC GIFTS

Am. among oldest 15% of membership of ASNA (founded 1903). Com. & Bonus to 50%. No investment. Samples free. Write to: **Eric Howlett, Box 299, Huntington, N.Y.**

28 year old monthly bldg. trade pub seeks reps in all key areas throughout U.S. Excellent opportunity for right men. Write

Box 4977, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

PUBLISHERS REP

Chicago base. 10 years exp. working with Midwest accounts and agencies. If you want your business increased through hard work and intelligent selling, write

Box 4900, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHERS' REPRESENTATIVE organization with highly experienced staff will represent one additional magazine in trade or industrial field. Must be major publication to fit in present group. Aggressive staff does intensive travel in eight mid-western states.

Box 4905, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

DISTRIBUTOR-N.Y. CITY-SPECIAL PAPERS FOR GRAPHIC, INDUSTRIAL AND PACKAGE DESIGNERS, ADVERTISING AGENCIES AND ART STUDIOS. TOP RATED INDUSTRIAL AND MANUFACTURING ACCOUNTS. $2500 REQUIRED FOR STOCK. CAN EARN FIVE FIGURE NET ANNUAL INCOME TO START. OFFICE EXPENSES, DELIVERY AND BILLING—YOUR RESPONSIBILITY. PREFER PERSON WITH HEAVY EXPERIENCE IN ABOVE FIELDS AND GOOD REFERENCES.

Box 4978, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

35mm COLOR SLIDE DUPLICATES

made from your master transparencies as low as 9¢ea. each. Write for sample slides, full information to

WORLD IN COLOR PRODUCTIONS
Box 392-E, Elmira, N.Y.

MISCELLANEOUS

UNIQUE & beautiful new 2 story bldg. in Hollywood, Calif. area. Architecturally designed & landscaped. Refrig. air cond., Janitor serv., attr. music & parking incl. in very reas. rental. Will custom design your suite. 80% leased. Approx. 1400 ft. on 2nd flr. remaining. Special consideration to tenant for entire space. **Owners, 818 N. La Brea Ave., L.A. 38, Calif. HO 6-3451.**

PRINTERS . . . PUBLISHERS

Sell on spec.? Creative Copy Service sells prospects, products, faster! **Merry Lane, Westbury, L.I., N.Y. EDgewood 4-5060.**

NEED MARKETING MAN?

Man with 14 yrs. solid marketing background. Presently Mktg. Mgr. (Advertising, Public relations, product Mgrs., sales training, field sales) for nationally known, medium-sized firm. Strong on automotive, TBA, etc., but will consider other fields. Outstanding record of achievement. 37 yrs. old. Business Degree. Present earnings $17,500. Looking for more challenging position with growing company.

Box 775, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Procter & Gamble Television Commercial Production Supervisor

Here's an unusual opportunity in the field of Commercial Production with one of the country's leading television advertisers.

The man we want is under 32, and has had several years of commercial television production experience with an agency, an independent producer, or a television station or network—enough experience to enable him to quickly assume responsibility in our organization.

The man we employ will, after a short indoctrination period, take over the responsibility of working with our Advertising Agencies on all phases of the television commercial production for several of our major consumer brands. His job will be to do everything that can be done, from the client's point of view, to achieve top quality television commercial production. This will involve representing the Company in production planning discussions with the Agency and with the outside producer, attending the actual shooting of commercials and giving advice and guidance on matters such as casting, sets, etc.

While this position calls for a high degree of creative ability, it also requires good business administrative ability, since a large part of this job is concerned with the business management of our production operation. This position is in our General Offices in Cincinnati, and we will assume all relocation costs.

If you feel that you can qualify for this position, please write and tell us about yourself. All replies will be handled in confidence, and no contacts will be made until we have your permission.

Mr. H. H. Wilson, Jr.
Procter & Gamble, Dept. AA-612
P. O. Box 599
Cincinnati 1, Ohio

Available Soon:
FARM AD MAN

New York-based Midwesterner, 41, who knows both advertising and agriculture would like to make a $10,000 connection with advertiser or agency who has something important to say and sell to the farm market.

Twelve years experience in key advertising, promotion and PR posts, also trade-writing. Prods. Feeds, chemicals, farm structures and equipment. Budgets from $350,000 to multi-million. Traveled most agricultural areas. Excellent copy background, familiar with markets and media and experienced in working with agencies, printers, art and packaging creators.

If you have a job to fix or one to fill in the farm field, write today to **Box 776, Advertising Age, 630 Third Ave., New York 17, N. Y.**

CHICAGO EMPLOYERS

We have Well Qualified

Copywriters
Advertising Managers
Asst. Advertising Managers
Account Executives
Radio & TV Men
Production Managers
Artists
Editors
Writers
Photographers

Illinois State Employment Service
Professional, Sales & Clerical Office
73 West Washington Street
Financial 6-3960
NO FEES CHARGED
Employers or Workers

TV Film Company wants negotiator to deal with networks, ad & talent agencies. Write:

Box 780, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

THE COPYWRITER WHO COMMITTED MURDER

He wrote in well-traveled copy cliches. He used gimmicks instead of fresh sales hooks crafted from people's basic interests. He played with "clever" phrases instead of words that knew how to punch cash registers. His copy died a lonely death.

In my five years of advertising experience, I've shunned these poisons. I've discovered the nutrients that make copy live, breathe and *sell*.

Working directly under one of the *top* professionals of the agency world as a copywriter-account executive, I've developed copy platforms that are sincere and succinct.

Creatively serving a wide spectrum of clients—including America's best-known resort hotels and a prominent bank, brewery, "big ticket" appliances, a utility company and paint-tire distributors—I've probed the intricate chemistry of effective advertising.

Planning and executing retail promotions have given me an understanding of problems on *both* sides of the store counter. And I've earned that most gratifying of copywriter awards—customer response.

At 29, I'm looking for greater opportunity as a copywriter for a medium or large agency. Perhaps yours. I have a thorough resume for your review.

May I begin to nurture the longevity of your advertising?

Box 781, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Our 50th Year

TV ART DIRECTOR—4A Agcy. Story-board exp. nec. $15,000

CREATIVE SPACE SALESMAN—good oppty. mid-west territory. 8,000+

LAYOUT ARTIST—No. 2 man in progressive mid-Illinois agcy. 8,500

MANY MORE—MAIL RESUME

GLADER CORPORATION

110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

MARKET RESEARCH
AD AGENCY

Medium-size 4A agency seeks man to groom for #1 position in research dept. Must have proven ability to organize and complete projects. Salary area $12,000. Send your confidential resume in duplicate to:

ADVERTISING DIVISION
STURM-BURROWS & CO.
Executive Search and
Personnel Placement Specialists
1420 Walnut Street — Phila. 2, Pa.

CREATIVE HOUSE
PERSONNEL

Did we ever goof?

We just weren't staffed to handle your overwhelming reception to Creative House.

But now we are.

And now, advertising people have a place to come for jobs and advertising jobs have a place to come for people.

Aren't you glad Chicago has this new Talent Center? Don't you wish every town did?

Now, let's fill these:

Ad Managers

Ad Sales (Liquor)	$15,000
Menswear	OPEN

Account Executives

Industrial (Yale Grad.)	$22,000
Consumer	$20,000
Copy/Contact	$12,000

Art Directors

Layout, Illustration	$40,000
Executive type	$25,000
Industrial	$12,000
Consumer	$12,000
Layout (Food)	$10,000
Print (Industrial)	$ 6,500
Layout/Illustration	$ 7,800

Copywriters

Senior Copywriter	$25,000
Creative Director	$22,000
Print/TV	$22,000
Print	$12,000
Consumer/Industrial	$12,000
Farm/Industrial	OPEN
Print (Medical)	$10,000
Magazine Prom	$10,000
One Man Copy Dept.	$10,000
Print/House Organ	$ 8,500
House Organ Editor	$ 7,500
Industrial	$ 5,200

Public Relations

P.R. Manager	$10,000
Writer (Consumer)	$ 6,000

Television

Writer Producer	$18,000
Art Director	$15,000
Writer (Cosmetics)	$15,000
Writer (Food)	$15,000
Writer (Insurance)	$15,000
Writer/TV-Film	OPEN
Writer/TV-Radio	$10,000
Writer (Food)	$ 7,800

Research-Marketing

Mkt. Research (Medical)	$15,000
Research Supervisor	$15,000
Marketing Supervisor	$15,000
Market Analyst	$12,000
Research typists (2)	$350 mo
Research secretaries (2)	$375 mo

Media

Print/Time buyer	OPEN
Estimater/typist	$350 mo
Radio/TV biller	$375 mo

Secretarial

President's Secretary	$420 mo
Private Secretary	$400 mo
2-man Gal Friday	$350 mo
Dictaphone Typist	$350 mo
Receptionist (A Beauty)	$300 mo

JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 EAST OAK · CHICAGO 11 · DE 7-0001

CREATIVE-CONTACT EXECUTIVE FROM N.Y. WANTS TO BUY INTO AND WORK WITH GROWING FAR WESTERN AGENCY

You're doing well and want to do better. You may or may not need more capital. You may be able to use the skill, experience and talents of a creative-contact executive who has been in the top spots at 3 major agencies for over 17 years, but wants to get away from NY living and weather. Why don't we try a few probing letters back and forth to begin things?

Box 783, Advertising Age
630 Third Ave., New York 17, N.Y.

MARKETING RESEARCH
CAMPBELL SOUP CO.

General Office Staff located in Camden, N. J., has opening for Analyst with 2 to 6 years' experience in consumer research. The successful applicant will have had exposure to a variety of consumer research methods and must have ability in statistics, report writing and questionnaire writing. All qualified applicants will receive consideration for employment without regard to race, creed, color or national origin. Reply in detail to:

J. A. NIXON
EMPLOYMENT MANAGER
CAMPBELL SOUP CO.
CAMDEN 1, N. J.

DON HARRIS NEEDS . . .

these 5 he couldn't find in his files

GROUP COPY SUPERVISOR who asks the unusual of himself and his supervisees. Important-account experience. Exceptional fringe benefits. $18-$20M

TV ART DIRECTOR, idea-prolific, prejudiced against the commonplace, good critic of his own work. Important-account experience. Exceptional profit-sharing and retirement. $17-20M

FOOD MERCHANDISER. Major agency, major account. Grass-roots experience plus national planning experience for sizeable agency or company. Realistic problem-solver and deviser of promotions, deals, etc. $15-16M

TV ART DIRECTOR. Can be young if exceptional and important-account-experienced. $12-$15M

ADVERTISING SALESMAN. Midwest outdoor or transportation experience. Commission, expenses, plus to $10M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago — WA 2-9400

SPACE SALES OPPORTUNITY

Fast-growing multi-magazine businesspaper publisher needs strong space salesman to cover Ohio and adjacent area—an important territory with substantial established billing. Excellent salary and bonus arrangement with bright future for aggressive, hard-working salesman. Reply fully in complete confidence, to: **Doyle Peck, Advertising Director, Gralla Publications, 566 Seventh Ave., New York 18, New York.**

Sales Representative

Illuminated Plastic Signs and Clocks. Chicago and New York office. Train under experienced and successful manager. Drawing account against commission. Prefer man with advertising sales experience. Contact: **Dualite Products, Inc., Cincinnati 27, Ohio; or New York office: 25 West 45th Street, N.Y.C.**

A Service By & For Ad Men & Women

$10 CAN GET YOU A BETTER JOB IN ADVERTISING

YOUR RESUME WILL BE PRINTED, ADDRESSED, STAMPED & MAILED

to 1,000 Executives & Personnel Managers of leading ad agencies, advertisers, TV stations, radio stations, & newspapers

No Extras—No Employment Fees

For Details, WRITE:
STRICTLY AD PERSONNEL
191 Seventh Ave., N.Y. 11, N.Y.

Outstanding Marketing Opportunity

The Job—A program of expansion for consumer products has made it necessary for us to enlarge the Marketing Department of our Dallas General Office with a man who can assume the responsibility for the planning and execution of all phases of marketing for highly competitive food products. This position will involve working closely with other departments within the Company, as well as our advertising agency and other outside groups on copy and other media strategy, promotion plans, package design, consumer and market research, and product development.

Our Requirements—The man we want should be a college graduate, under 30 years of age. Experience in the advertising, promoting and marketing of grocery products is desirable.

The Opportunity—For the right man we offer outstanding growth and advancement opportunities. Initial salary commensurate with experience and qualifications.

Our staff knows of this ad. Please write in confidence, giving full information on education, experience and current salary. Address Marketing Operations Manager, Anderson, Clayton & Co. Foods Division, P. O. Box 35, Dallas 21, Texas.

SPACE SALES OPPORTUNITY

We are seeking an experienced industrial space salesman to establish a Chicago Office and cover Midwest territory. Well established audited publications. Excellent potential with salary, plus commission and expenses. Send complete resume in confidence to:

Jerome R. Peskin, Publisher
Ceramic Publications, Inc.
2728 Euclid Avenue
Cleveland 15, Ohio

NEED VERSATILE ADMAN? I can write and write well (3 yrs. copy chief). Also skilled at layouts, comps, wide range of finished art. Age 32, married, and heading south to roost in the Bay area.

AGENCIES IN SAN FRANCISCO

and environs—especially the smaller shops—listen: I could be profitable to you almost from the first day, writing crisp, effective copy, making fast layouts, following through on artwork, type spec, etc. My samples and references will prove this. Interested? Let's talk it over. Write Sam Connery, c/o 4777 Davenport, Oakland. **NOW!**

ADVERTISING AGENCY WANTED

Multiple businesspaper publisher seeks Chicago advertising agency with top creative copy and visual talent. Commissionable billings in excess of $50,000.

Box 774, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

TRADE MAGAZINE

for sale. Monthly [illegible] second class, audited. Gross $[illegible] this year, fit well into [illegible] venture. Needs national sales representation; gross could be increased [illegible] with sales coverage in Mid-West, East by local space salesmen. Will sell all or part to company could handle extra [illegible] would like chance at extra income. Will prove reliable, have been with [illegible] several years, one man handles editorial part-time, could continue for several months, remain as consultant indefinitely. Magazine serves special field, offers excellent opportunity for special issue [illegible] each month. Purchase price $[illegible] or [illegible] to reputable firm wishing [illegible] national sales and [illegible] Principals only please.

Reply Box 773, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

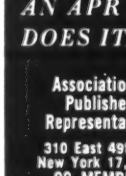
WANTED: COLLEGE GRADS

Planning to send your kids to college? $25 a month plus time plus right investment could swing financing. Write for free prospectus. Could be your greatest investment return, for college degree adds $1¼ million lifetime earnings. **Box 526, Wall St. Station, New York 5.**

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON · SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670



COPYWRITING IS MY BUSINESS

- *Prompt*
- *Powerful*
- *Professional*

HOLDEN AV 2-3367 Chicago

CHICAGO FREE LANCE SERVICE

We offer you the services of Chicago's top-level creative talents. All media. Ideas, copy, layouts, storyboards. We'll handle your creative department overload.

JOHN DENNISON & ASSOCIATES
30 N. La Salle St. — AN 3-1152

OPPORTUNITY

Lithographer offers 8% commission on all work we get through your recommendation. Fine quality. Reliable.

Box 778, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

CAPITAL TO INVEST

Experienced ad man will enthusiastically invest CAPITAL, time, talent — in small, solid agency with mutual growth potential. Write fully, confidentially, to:

Box 777, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

SPACE SALESMAN

Trade publication in Feed Manufacturing field seeks space salesman with proven ability in feed or allied field. Eastern New York area. Exceptional opportunity with long-established company. Extraordinary fringe benefits. Salary commensurate with experience. Our staff knows of this ad. Send full resume.

Box 784, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

Creative Retail Copywriter

National merchandising company with headquarters in Chicago has opportunities for experienced copywriters to prepare retail ads. Prefer retail advertising copy experience, strong on Apparel or Home Furnishings, but will consider Mail Order experience in similar lines. Salary commensurate with ability and experience. Exceptional employe benefits for present and future.

Box 782, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

TRAVEL COSTS YOU NOTHING WHEN AN APR MAN DOES IT FOR YOU!

Association of Publishers Representatives
310 East 49th St.
New York 17, N.Y.
90 MEMBERS

APR

TV News Service Formed

National Television News Inc. has been formed at 1480 East Outer Drive, Detroit, by Howard Back and James O'Donnell. Mr. Back resigned as manager of radio and television of Chrysler Corp. to become executive editor of NTN. Mr. O'Donnell, NTN managing editor, was with the Chrysler radio and tv department since 1956. The new company will distribute free newsfilm to tv station news departments. The news will be on behalf of business, government or industry and will be supplied by the organizations concerned. The new company plans to establish bureaus in major cities in the near future.

TEMPORARY—*This page ad by Manpower set for the June 16 Time is part of the company's "boom business" campaign.*

Manpower Launches Ad Drive in Books, Newspapers, Mail

MILWAUKEE, June 6—Manpower Inc. yesterday launched a "boom business" international sales and advertising program.

Most of the ads are set for a 10-day period, with a page each in the *Office, Office Executive, Personnel Administrator, Personnel Journal* and *Time* in the U.S. In Canada, pages are used in *Canadian Personnel, Industrial Relations Journal, Office Administration, Plant Management* and *Time*.

Bolstering the national schedule will be 60,000 to 70,000 lines of local advertising, being placed from the headquarters of the temporary help company here. These ads will be in addition to local insertions. A mailing of 745,000 direct mail pieces is also being readied.

Financial Post, U.S. News & World Report and the *Wall Street Journal* will be added to the media list in July. Fromstein & Levy is the agency. #

Charles Hires Appoints Mackerer Marketing VP

John C. Mackerer has been appointed vp of marketing of Charles E. Hires Co., Philadelphia, a division of Consolidated Foods Corp., succeeding Theodore W. Prescott, now director of the new State Farm Paper Advertising Bureau (AA, May 15). George Finnie continues as director of advertising and merchandising at Hires.

John C. Mackerer

Mr. Mackerer formerly was sales manager of the beverage division of Heublein Inc., Hartford. He also has been with Pepsi-Cola Co. and Coca-Cola Co. in a variety of sales management, advertising and merchandising capacities.

Larrabee Adds Scott Radio

Scott Radio Laboratories, Annapolis, Md., electronic components company, has appointed Larrabee Associates, Washington, to create a campaign for its new line of stereo record player-am-fm "packages." Including collateral materials and co-op, the budget for the remainder of 1961 is estimated at $80,000 to $90,000. Class, hi-fi and trade publications will be used.

Western Publishing Moves

Western Publishing Co. has moved its office to the new Western Publishing Bldg. at 850 Third Ave., New York.

AFA Adds Seven Members

Pure Oil Co., Palatine, Ill; Burlington Industries, New York; Philip Morris Inc., New York; Evans Young Wyatt Advertising, Dallas; Hoover Co., North Canton, O.; J-K Associates, Scranton, Pa.; and Medallic Art Co., New York, have been elected to membership in the Advertising Federation of America, New York.

ON CHICAGO'S
Magnificent Gold Coast
Enjoy superlative luxury only five minutes from downtown . . . steps from famous restaurants and exclusive North Michigan Avenue stores
Superb appointments and friendly service. Rooms, suites and apartments by the day, month or year.
Donald O. Crean, Mgr.
LAKE SHORE DRIVE HOTEL
Overlooking Lake Michigan
181 E. Lake Shore Dr. • SU 7-8500

Int'l Telemeter Hopes to Test Pay TV in Little Rock This Year, Novins Reports

NEW YORK, June 7—International Telemeter Co. hopes to have its pay tv test in Little Rock, Ark., organized and ready to go by the end of the year, Lou Novins, president of the company, said here yesterday.

Addressing the annual stockholders meeting of Paramount Pictures Corp., which owns Telemeter, Mr. Novins explained that his company had been in constant negotiation with various groups for franchises in the U.S. for its cable tv systems. Its executives had talked with three such groups during the past week, he said.

■ There was still a great deal of discussion about a test in New York or Long Island, since these "represent desirable locations," he added.

Discussing a pay tv test in the Toronto suburb of Etobicoke, Barney Balaban, president of Paramount, said Telemeter grossed two-thirds of the combined gross of both local theaters on motion pictures offered on pay tv and in the theaters. "Psycho" was purchased by 47% of the subscribers, while 30% paid to see "Swiss Family Robinson."

■ "Obviously, when we spend about $8,500 to bring an away-from-home hockey game to the Etobicoke fans at a charge of $1 per home, we do not expect to make money—even if 100% of our subscribers purchase the program. We are much more interested, at this time, in determining the average per cent of our subscribers who purchased such games," Mr. Balaban said, pointing out that the average audience for the eight hockey games on Telemeter was 20%. Two professional football exhibition games at $2 each, pulled an average of 14%.

Mr. Balaban was vague about the success of the non-sports entertainment specials, saying only that a Bob Newhart production and "Show Girl," at $1.50 each, "achieved ratings that would have been spectacular on so-called free television."

■ Paul Raibourn, a Paramount vp, showed stockholders a demonstration of a color tv set, developed by Paramount engineers, which he said will give all the brightness available in a black-and-white set. Comparing it with a Zenith b&w receiver, which lists at $309 for the console model and $219 for the table version, Mr. Raibourn said that the cost of the Paramount color set would probably be between 1.7 and 1.9 times the Zenith set for a production of 50,000 to 100,000 sets per year. Under mass production of about 500,000 annually, the price could be reduced to 1.3 to 1.4 times the price of the Zenith b&w receiver.

Paramount currently is talking with three manufacturers about the production of its color set. These manufacturers have not yet seen Paramount's latest "breakthrough in brightness," shown for the first time at the stockholders meeting. The set is about three times brighter than other quality sets, Mr. Raibourn said. He estimated that it would probably be another six to nine months before the set would be on the market, once an agreement has been reached with a manufacturer. The demonstration set was developed by Autometric Corp., a Paramount subsidiary.

Mr. Balaban reported that gross revenues for the second quarter of 1961 were better than last year, but he said that it was too early to predict profit for that quarter. Consolidated net income during the first quarter of 1961 was $2,450,000, in addition to an investment profit of approximately $400,000. This compares with a net income of $1,699,000 for the first quarter of 1960. ≡

Videodex Network TV*
May 1-7, 1961

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	31.6
2	Wagon Train (Ford, National Biscuit, R. J. Reynolds, NBC)	30.1
3	The Untouchables (Several sponsors, ABC)	29.4
4	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	29.1
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	28.8
6	Andy Griffith (General Foods, CBS)	28.2
7	Candid Camera (Lever Bros., Bristol-Myers, CBS)	28.1
8	Danny Thomas Show (General Foods, CBS)	27.0
9	Rawhide (Several sponsors, CBS)	26.4
10	GE Theater (General Electric, CBS)	26.2

Rank	Program	Homes** (000)*
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	14,100
2	Wagon Train (Ford, National Biscuit, R. J. Reynolds, NBC)	13,300
3	The Untouchables (Several sponsors, ABC)	12,900
4	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	12,800
5	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	12,700
6	Andy Griffith (General Foods, CBS)	12,400
7	Candid Camera (Lever Bros., Bristol-Myers, CBS)	12,400
8	Danny Thomas Show (General Foods, CBS)	11,900
9	Rawhide (Several sponsors, CBS)	11,600
10	GE Theater (General Electric, CBS)	11,700

* Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.

Dick Carland, Elliott Charlop Open New Agency

Charlop & Carland has opened offices at 150 Pine St., Montclair, N.J.

Principals of the new agency are Dick Carland, formerly an account supervisor of Batten, Barton, Durstine & Osborn and division advertising manager of U.S. Rubber Co., and Elliott Charlop, former marketing consultant and director of market research for a division of Curtiss-Wright Corp.

Gero, Bierstein Adds Two

Maplecrest Battery & Ignition Co., Irving, N. J., manufacturer of Crest batteries and distributor of Castrol motor oil, and Fountainhead Publishers, New York, have named Gero, Bierstein & Levy, Paterson, N. J., to handle their advertising. Neither company previously had an agency.

Ballet Magazine Sets Rates

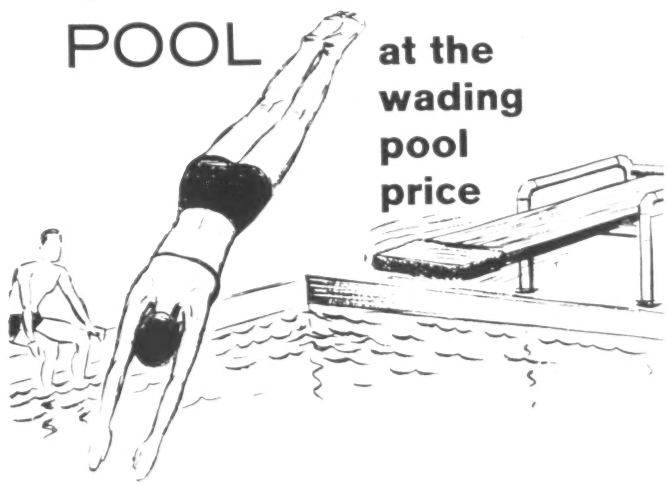
A souvenir magazine to be published Sept. 11 in conjunction with the first visit to the U.S. by the Leningrad Maryinsky Ballet has announced advertising rates: A b&w page is $1,400, and a four-color page $1,750. The issue will be distributed during the ballet's three-week New York engagement, and a seven-week tour. Ad representative is National Theatre & Concert Magazines, New York.

Macmillan to Smith, Henderson

Macmillan Co., a division of Crowell-Collier Publishing Co., has named Smith, Henderson & Berey, New York, to handle its advertising. The agency, formerly Smith, Hagel & Knudsen, handles advertising for Crowell-Collier. J. M. Hickerson Inc., New York, was the former agency.

ON AIR... PAGE... SCREEN
Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.
You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss — adequately and inexpensively. Write for details and rates.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

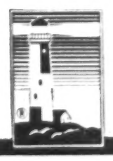
Buy a SWIMMING POOL at the wading pool price



You'll do better to dive into Cincinnati than merely to wet your toes. This rich market has depth of quality, and the best way to get into it is through the Post and Times-Star, read daily by 7 out of 10 Cincinnatians, 43% of them exclusively. Don't be a sissy wading around in shallow circulation. If it's volume sales you want, take the big plunge . . . in the BIG paper!

7 out of 10 Cincinnatians read the Cincinnati POST Times-Star

★
Total circulation . . . 274,874 . . . ABC 9/30/60
★
Largest Cincinnati Daily
★
Greatest Coverage of Highest Income Groups, as of *all* Groups.
★
43% Read No Other Daily
★
One of the nation's lowest Milline rates
★
The Newspaper that Spends the Evening with almost 1,000,000 Readers.



ROBERT K. CHANDLER
Manager, General Advertising Department
Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers

REACH the ADULT BUYING
audience of Greater Kansas City!
1½ BILLION DOLLAR MARKET
WITH
KBEA KBEY-FM

Simulcasting Beautiful Music!
The distinctive, sparkling "sound" of Kansas City's only Beautiful Music Stations holds the mature adult listening audience.
Commercial Limitation: 12 Announcements per hour
Represented by:
VENARD, RINTOUL & McCONNELL, Inc.
Owned by Public Radio Corp.
KIOA Des Moines | KBEA/KBEY-FM Kansas City | KAKC Tulsa

Schlitz Goes to Burnett Without a Presentation

(Continued from Page 1)

Jr., president, and Mr. Gorman. No presentation was made. The topics discussed included the agency's service facilities, clients, personnel, billings and Burnett's past work on beer accounts.

■ Following the meeting, Mr. Gorman recommended that the Burnett agency be hired, and his recommendation was accepted by

Erwin Uihlein Leo Burnett

the Uihleins. There was no further contact between Schlitz and the agency until yesterday, when Mr. Gorman walked into the agency's headquarters in the Prudential Bldg. and told Mr. Burnett that the Schlitz account was his. Mr. Gorman had just come from JWT, where he had presented a pink slip to George Reeves, exec vp and

W. T. Young Jr. Draper Daniels

manager of Thompson's Chicago operation.

Mr. Gorman stressed to AA that Schlitz had not talked to nor considered any other agencies for the account, and that Burnett made no presentation for the business.

■ Memories of their unhappy four-month marriage in 1952 and past differences between the Burnett and Schlitz managements were forgotten with the rehiring of the agency. When, at that time, the agency lost Schlitz, Mr. Burnett wrote a memo to personnel of his agency, which said, in part:

"We tried to sell them some very strong ideas which represent our highest standards of thought and craftsmanship but we weren't on the same wavelength.

"Compared with our dealings with our other wonderful clients, this experience has been a bewildering and frustrating one . . .

"Any of you who are so inclined can now look television straight in the eye when the man says, 'What'll you have?'" [This slogan was then used by Pabst Blue Ribbon, which Burnett garnered four years later and lost in 1958.]

The Burnett agency was chosen this week because Schlitz felt it could do the best job for the brewer, a Schlitz spokesman told AA. "Mr. Burnett's memo was never mentioned during our recent talks with the agency; it has long been forgotten," he said.

■ Mr. Reeves told AA that he was "shocked" and "surprised" at losing the Schlitz business. "This was entirely unexpected and there was no hint that anything was wrong," Mr. Reeves said. "No specific reasons were given to us by Mr. Gorman for losing the account, and there was no criticism of our work. Mr. Gorman brought the letter of termination with him."

Mr. Gorman disputed Mr. Reeves' statement, "The Thompson agency has known for a long while that we were not happy with the advertising they were doing," he said. "I had several talks with Mr. Reeves and John J. Morrissey, vp and account supervisor, over the past year about the problems on the account.

"I had a meeting last March with Mr. Morrissey and Norman Strouse, president of JWT, in New York, at which I again discussed our problems and our dissatisfaction with the agency's work," he said. "Mr. Strouse acknowledged that there were problems."

■ Mr. Gorman further stated that JWT executives were not surprised at losing the business. "When I gave the agency our termination notice yesterday, Mr. Morrissey remarked, 'I knew it was going to happen, and in exactly this way,'" Mr. Gorman said.

While declining to say what the "problems" were, Mr. Gorman described himself as an orchestra leader. "Their orchestra just wasn't playing right," he said. "The music they made just wasn't right for us."

JWT people working on the Schlitz account have complained to AA for years that the account was a tough one to work on. The biggest gripe seemed to be that many decisions on media buys and campaigns were delayed for long periods, awaiting only client approval. In many cases, approval was not obtained until just before campaigns, especially those on radio and tv, were scheduled to start. "As a result, a lot of overtime was spent in getting spots routed and delivered to the various stations," one JWT source said. "No one at Schlitz seemed to want to make a decision on things."

The switch hit most JWT staffers like a bombshell. Everyone seemed stunned by the loss of Schlitz. Some 35 persons at the agency were assigned to the account.

■ Why did JWT loose Schlitz? "The agency just lost its zip this past year," one Schlitz source told AA. "There was no excitement and imagination in their ads." He went on to say that his company held JWT in the highest respect, that there was no conflict of personalities involved and that the parting was an amicable one.

Some admen think the agency change reflects the thinking of the "new" Schlitz management. Last Jan. 31, Sol E. Abrams, 87, vp and general manager, who was regarded as the No. 2 man at the brewer, retired after 69 years with the company.

The following month, Erwin C. Uihlein, who served as Schlitz' president for many years, moved up to board chairman and was succeeded by his nephew, Robert A. Uihlein, exec vp. Robert Uihlein now is making many of the top level decisions which formerly were made by his uncle and Mr. Abrams.

■ Pat Gorman underscored the brewer's aims when he stated that, "Schlitz has embarked upon an all-out drive to regain the top position in the industry. The impressive creative talents and the imagination displayed by Leo Burnett Co. in handling other consumer product accounts convinced us that these talents fit perfectly with the dynamic program we have laid out for the immediate future."

Schlitz sales have been declining steadily since 1957.

From 1947 until 1953 Schlitz was the largest brewer in the U.S. In 1952, Schlitz sales hit a record 6,347,000 bbls., as compared with 6,034,000 bbls. for its strongest competitor—Anheuser-Busch Inc.

In 1953, Schlitz and other Milwaukee brewers suffered a 78-day strike by local brewery workers. Anheuser-Busch, which has its headquarters in St. Louis, was not affected, and took full advantage of the strike to fill the Milwaukee vacuum. Busch won the sales crown in 1953 with 6,711,000 bbls. while Schlitz fell to second with 5,255,000 bbls.

Schlitz regained the sales leadership in 1955 and 1956, but lost it again to Busch in 1957, although Schlitz sold 6,023,000 bbls.—its best sales year since 1952. Since then, Schlitz sales have declined each year while Busch sales have showed impressive gains each year:

Schlitz vs. Anheuser-Busch

Annual Sales in Bbls.—1952-60

Year	Schlitz	Anheuser-Busch
1952	6,347,000	6,034,000
1953	5,255,000	6,711,000
1954	5,400,000	5,829,000
1955	5,780,000	5,611,000
1956	5,941,000	5,866,000
1957	6,023,000	6,115,000
1958	5,875,000	6,982,022
1959	5,860,000	8,027,000
1960	5,640,000	8,480,000

■ Jos. Schlitz Brewing Co. has been a large and colorful advertiser for many years. The immortal copywriter, Claude C. Hopkins, made advertising history for Schlitz by dramatizing a story of purity, which was common to all good brewers, but which had never been told by any of them. Mr. Hopkins listed the specific reasons for the purity of Schlitz beer including the "Sterilized with live steam" line while he was a copywriter with the old Stack-Goble Advertising Agency, Chicago, and he always classified the Schlitz campaign as one of his greatest.

Such advertising slogans as "The Beer That Made Milwaukee Famous" and "Just a Kiss of the Hops" have endured through the years and are still used in some Schlitz ads.

Stack-Goble Advertising handled Schlitz until 1936, when the business moved to the old McJunkin Advertising Co. (later Gordon Best Co., now Post & Morr). The Schlitz agencies (excluding export advertising) for the past 25 years, and their tenure, include:

McJunkin Advertising—1936-'38
Needham, Louis & Brorby—1938-'40
Geyer, Cornell & Newell—1940-'41
Gordon Best Co.—1941-'47
Young & Rubicam—1947-'52
Lennen & Newell—1952-'56
Leo Burnett Co.—1952-'52
Biow-Beirn-Toigo—1956-'56
J. Walter Thompson Co.—1956-'61

For some strange reason, several of Schlitz' agencies have lost the account in years when the brewer was leading the industry in sales. Gordon Best Co. lost Schlitz in 1947—the year that it first became the No. 1 brewer. During the five years Y&R had the business, Schlitz led the field in sales each year. When Y&R lost the account in 1952, Schlitz' sales reached a record high of 6,347,000 bbls. Although Schlitz was the top brewer in 1955 and 1956, Lennen & Newell was let go in 1956.

Schlitz became involved in one of the strangest agency appointments in advertising history in 1956. The brewer hired the old Biow-Beirn-Toigo agency to replace Lennen & Newell, primarily because of the work created for Pepsi-Cola by John Toigo, vp of the agency (AA, Jan. 2, '56). Three weeks later, however, Milton Biow, president of the agency, resigned the account, on the ground that Mr. Toigo had signed up Schlitz without his knowledge,

JWT'S SWAN SONG—*This ad, which will break June 26 in newspapers, magazines and supplements, is one of the last ads prepared for Jos. Schlitz Brewing Co. by J. Walter Thompson Co. Radio and tv spots and outdoor also will be used in this new food store promotion push.*

at a time when Biow-Beirn-Toigo was still agency for another brewer—Jacob Ruppert (AA, Jan. 23, '56). Thus, Biow-Beirn-Toigo gained and lost what was then a $9,000,000 account in three weeks.

■ A week later, Norman Strouse, president of JWT, and George Reeves, exec vp and general manager of JWT's Chicago office, made

Move Up, Burnett Advises

CHICAGO, June 6—Following the acquisition of the Schlitz account, Leo Burnett, board chairman of Leo Burnett Co., issued the following memorandum to his staff:

"I am sure you will be interested in the attached press release issued by our new client. I call your special attention to the estimate of annual billings of $15,000,000 on all products. In an earlier story the press erroneously reported this at $16,500,000.

"Knowing something of our loyalty to client products, and judging by the reactions so far, I assume that if you enjoy beer, you have already moved up to quality—and to Schlitz.

"All of the signs seem to point to a New Day at Schlitz and I am sure that all of us have a real urge to contribute to the Aurora."

a "casual" call on the top management of Schlitz. After several hours of discussing the beer business, and without the benefit of a presentation, JWT landed the account, and Erwin C. Uihlein personally called ADVERTISING AGE to announce the appointment (AA, Jan. 30, '56).

Two months after the hiring of JWT, John Toigo joined Schlitz as director of marketing, bringing with him a three-man team from Biow-Beirn-Toigo—Robert F. Branch, Louis S. Berger, and Richard Steenberg (AA, March 5, '56).

During his stormy and sometimes brilliant stay at Schlitz, Mr. Toigo created the most controversial ad campaign in the brewer's history—the "Schlitzerland" theme. Mr. Toigo nearly created a new language, with all words preceded by the word Schlitz.

■ The ads carried such headlines as "Raiders of the Schlitzbox," "Friday Night Schlitzfry," "The Schlitzecue Season's Back," and "Schlitztoast to the Happy Home, or Have a Good Schlitzwarming." The campaign received more raves—and more brickbats—than any previous Schlitz effort.

After more than two years of reported clashes with Sol Abrams, the strong-willed general manager of Schlitz, the strong-willed Mr. Toigo packed his bags and left, turning up a week later as a presidential candidate for Pabst Brewing Co. on a slate compiled by unhappy Pabst stockholders (AA, March 24, '58). His Schlitzthemes since have been abandoned.

■ Schlitz and Anheuser-Busch have been the two largest advertisers in the brewing field for many years. AA estimated that Schlitz invested $15,500,000 for ads in 1959 and $13,350,000 in 1958. Following are the measured media expenditures—newspapers, general magazines, farm magazines, business publications, network television, spot tv and outdoor—for the two brewers in 1959 and 1960:

	1960	1959*
Anheuser-Busch	$12,386,338	$15,368,201
Jos. Schlitz	10,371,227	10,497,151

* The 1959 totals include spot radio expenditures of $3,683,000 for Anheuser-Busch and $2,710,000 for Schlitz; spot radio figures are not included in the 1960 totals.

■ The Burnett agency has had some good and some bad luck with beer accounts through the years. The agency's first beer client was Carling Brewing Co., which hired Burnett to introduce its Red Cap ale in the U.S. Burnett handled the account from 1946 to 1950.

The agency felt that it lost Red Cap ale because it was unable to achieve the kind of sales progress hoped for by Carling in a "beer-drinking America."

The next brewer to retain Burnett was Schlitz, in 1952. When Schlitz parted with Young & Rubicam after five years (AA, March 3, '52), the brewer gave Burnett the print and outdoor end, assigned the broadcast segment to Lennen & Mitchell (now Lennen & Newell), and awarded its export advertising to Irwin Vladimir & Co. (now Gotham-Vladimir Advertising). Burnett's billings amounted to about $3,000,000.

RED CAP ALE—*The Burnett agency's first beer account was Red Cap ale, which it introduced in the U.S. for Carling Brewing Co.*

Burnett held its Schlitz business for only four months, by all odds the shortest tenure of any client in its history. Lennen & Mitchell took over Burnett's share of Schlitz.

Interestingly enough, Burnett also landed the Schlitz business the first time without making a presentation. Edwin B. Self, former advertising manager of Schlitz, called Mr. Burnett and asked if the agency would handle the account.

■ "We made a basic error in taking Schlitz in 1952 on a split media basis," a Burnett spokesman told AA. "Our position turned out to be an untenable one. We just couldn't get into harness. The split media created a basis for failure."

Schlitz was the first and last account that Burnett took on a split-media basis. Since that day, it has refused to consider portions of accounts based on a media split.

Burnett took on G. Heileman Brewing Co., a regional brewer

(Continued on Page 120)

Schlitz Shift . . .

with headquarters in LaCrosse, Wis., with the full understanding that Heileman would step aside if Burnett was able to land a national brewer. Burnett handled Heileman's Old Style lager and Special Export beers, popular brands in the Midwest, from January, 1954, until it resigned the account in October, 1955, to accept Pabst (AA, Oct. 10, '55).

■ While at Heileman, Burnett developed the "little professor," a squatty, animated German-speaking character. The ads featured rhyming German "Schnitzelbauk" jingles and proved to be popular among midwestern beer drinkers. Although Heileman has since dropped the "little professor," the company continued the theme for a year or two after Burnett had left for Pabst.

■ Burnett's most recent grievous experience with the restless brewing field occurred more than five years ago, when it picked up Pabst Blue Ribbon beer from Warwick & Legler (AA, Oct. 10, '55). Twenty months later, Blue Ribbon and some $6,500,000 in billings moved to Norman, Craig & Kummel (AA, May 13, '57). Four months later, Burnett resigned the rest of its Pabst business—Eastside Old Tap lager, which was billing $1,500,000.

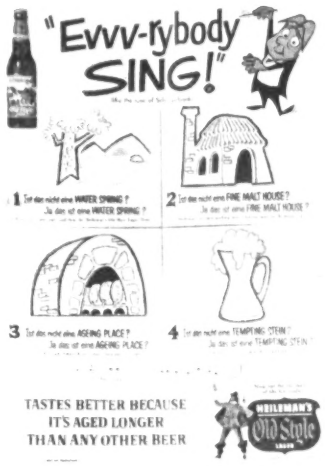
Burnett may have been a victim of circumstance at Pabst. When the agency started work on the account Jan. 1, 1956, Pabst sales had been declining steadily since 1953. Then Marshall Lachner, for many years a vp of Colgate-Palmolive Co., joined Pabst as president. With him Mr. Lachner brought many marketing ideas, such as giveaways and cut-price promotions, which had worked wonders in the soap field, but which fell flat in the brewing industry.

Then the agency developed a campaign in 1956 for Blue Ribbon which has since been called the Blue Mask or the "touch and blindfold" campaign, which probably drew more criticism than any promotion the agency has ever prepared. Pabst executives and salesmen publicly rapped the Blue Mask push, and also criticized the agency for the company's sponsorship of weekly tv boxing shows, which Burnett had inherited and not originated.

■ Pabst's sales and earnings in 1956 slumped below 1950 levels. The company suffered a net loss of $767,724 that year, the first year that Pabst showed a loss. When notified that the agency had lost the account, Mr. Burnett wrote a letter to the "Pabst advertising committee," saying that the agency was "not a quitter" and would not resign the account, and added that the agency had nothing to apologize for about the ads it had created for Pabst.

When Mr. Lachner resigned under pressure from the company later that year, it became known that he had been feuding with Harris Perlstein, board chairman, over Pabst's advertising and marketing policies. =

INPAK SYSTEMS, INC.
Consultants to Management on Packaging
141 East 44 Street New York 17, N. Y.
"DESCRIPTIVE BOOKLET ON REQUEST"



THE LITTLE PROFESSOR—*Leo Burnett Co. created the "Little Professor" character when it handled Old Style beer for G. Heileman Brewing Co.*

Wurlitzer Offers Compact Piano via Print, TV

Wurlitzer Co., Chicago, has begun marketing a "compact" piano, designed for the smaller, more crowded rooms in modern houses and apartments. The piano is about 6" smaller than regular spinets or consoles, and contains 73 keys, compared to 88 on a standard model. Prices will range from $595 to $700.

The company said ad plans are not complete, but a fall drive will include ads in shelter publications and church and music publications. Wurlitzer will also use minute spots once weekly on "Today" (NBC-TV) in October, and twice weekly through November and most of December. Clinton E. Frank Inc. is the agency.

B&B Elects Cuff Chairman; Boosts Lowndes, Griffin

John Cuff has been elected chairman of Benton & Bowles, London, and Douglas Lowndes and Townsend Griffin have been named joint managing directors. Mr. Cuff, formerly managing director, succeeds Kenneth Robinson, who has resigned. Mr. Robinson was co-founder of Lambe & Robinson, which changed its name to Benton & Bowles earlier this year.

Mr. Griffin, a vp of the parent company in New York, joined the London agency in 1959. He was formerly account supervisor on Procter & Gamble's Tide in New York. Mr. Lowndes, an account supervisor, has been with the agency since 1952.

KJEO-TV to Hollingbery

KJEO-TV, Fresno, Cal., previously handled by H-R Television, has appointed George P. Hollingbery Co. as its national representative, effective June 15. The station was recently bought by George C. Fleharty, who now serves as president, and his associates from the O'Neill Broadcasting Co. for $3,000,000.

Owens-Corning Names Arnoldy

Harold I. Arnoldy has been appointed advertising manager of the textile fabrics division of Owens-Corning Fiberglas Corp., New York. He will continue as manager of the Fiberglas Fabric Center and also as merchandising manager of Owens-Corning.

MacLaren, McKim Vie for $1,100,000 Bank Account

TORONTO, June 8—Two of Canada's top agencies are in a knuckle-duster fight for the choice $1,100,000 advertising account of the Canadian Imperial Bank of Commerce.

They are MacLaren Advertising Co., which handled the $700,000 account of the Canadian Bank of Commerce, and McKim Advertising, which directed the $400,000 account of the Imperial Bank of Canada (AA, May 1).

The Commerce and Imperial banks merged officially June 1, forming the eighth largest bank in North America and the 11th largest in the world. Both had headquarters in Toronto.

While both agencies are expected to be retained by the new bank at least until October (end of its fiscal year), MacLaren appears to have won the first of the unofficial three-round bout to take the account.

■ It currently is handling the bank's intensive one-month amalgamation campaign, estimated to involve $175,000.

Round two is said to be taking place this week, when MacLaren and McKim again draw swords for the post-amalgamation campaign which will run through until October.

At that time, the bank is likely to make its round-three choice of an agency to supervise the account on a permanent basis.

Trade sources point out, however, that there is a possibility that both MacLaren and McKim will be retained by the bank after October.

They explain that both agencies are good customers of the bank and feel that it will do its best to keep them as customers. =

Jet Propulsion to Hixson

Jet Propulsion Laboratories, Los Angeles, has appointed Hixson & Jorgensen, Los Angeles, to handle its $250,000 advertising account. The account was formerly with Barton A. Stebbins Advertising, Los Angeles.

JACKSON NOW RANKED 84TH IN NATION!

Jackson rose from 111th spot among the nation's centers of population to 84th, since the previous census. As a unit, Jackson and the 16-county trade area ranks 7th in gross farm income, too! . . . a market well worth cultivating, particularly when you find the spending ratio is 4 out of 5 income dollars compared with U.S. average 2 out of 3.

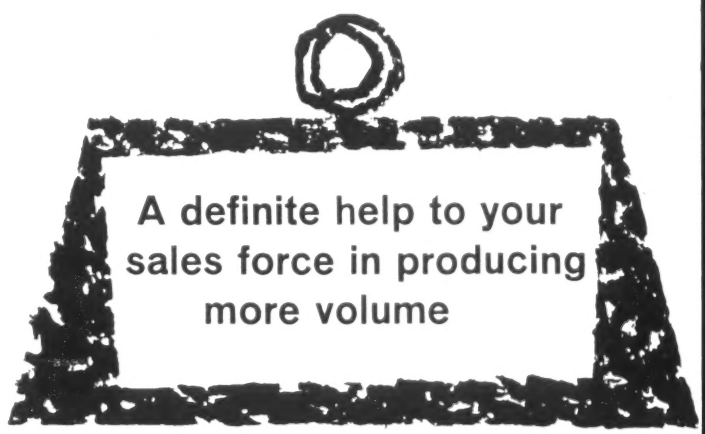
You can get your share of growing sales from a growing, spending market from advertising in Mississippi's leading newspapers —the Clarion Ledger and Jackson Daily News.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc.
Co-Owners WJTV (TV) WSLI (Radio)

BLUE MASK—*The Blue Mask campaign which Burnett created for Pabst Brewing Co. in 1956 probably drew more criticism than any ad ever originated by the agency.*

Walker Names Batz-Hodgson

G. H. Walker & Co., St. Louis, investment banker, has appointed Batz-Hodgson-Neuwoehner, St. Louis, to handle advertising for its home office.



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Why not let ACB Newspaper Research Reports help you and your salesmen find the weak spots in your promotion and distribution...show you where to apply extra effort . . . tell you how your dealer advertising support compares with that of competition. Supported by these detailed Reports your salesmen will have a distinct advantage when talking with dealers. Used for years by leading concerns whose merchandise is sold through retail outlets.

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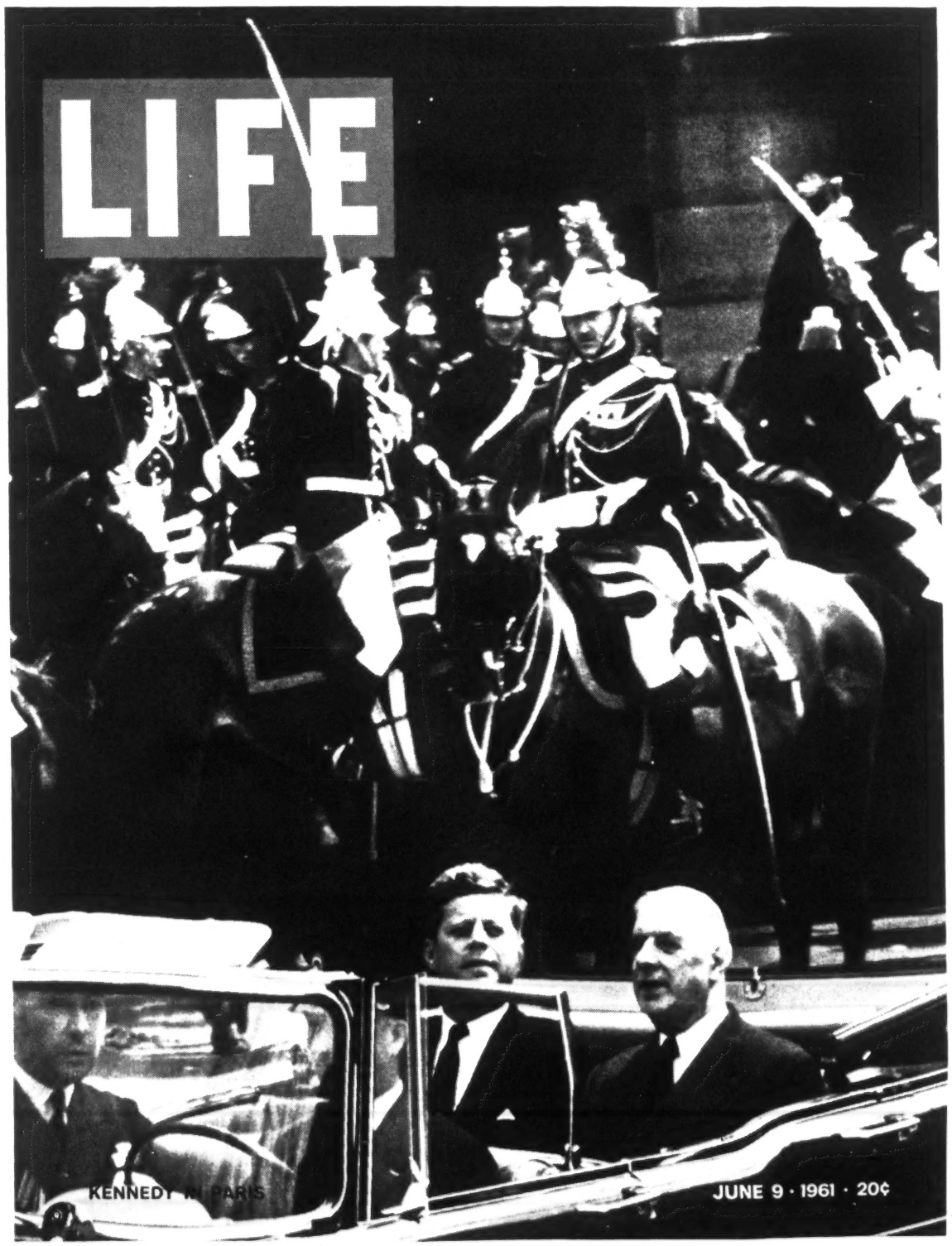
ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street
Send today for descriptive material and free catalog.

JUNE 2, TRUJILLO'S SON IN DOMINICAN REPUBLIC

MAY 31, JACQUELINE KENNEDY IN PARIS

JUNE 3, TWO K's IN VIENNA

Ciudad Trujillo...Paris...Vienna... wherever news of great events and politics were taking place, there also was LIFE, as you saw in the June 9th issue. This was the eighth successive week of great events that shook the world...Yuri Gagarin...Adolf Eichmann...the Algerian rebellion...the Cuban invasion...the Freedom Riders...the Astronaut ...the Kennedys in Canada—newsbreaks that were pictured in LIFE, while they were *still* current and long after all the other mass magazines had gone to bed. For 25 years now, LIFE's photojournalism has shown the life of your time. With each year, LIFE's responsibility has grown. Today, when your need to know is crucial, LIFE's editorial vitality meets that need with timeliness and depth, week after week after week. Another good reason why people value LIFE.



THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker